

PROF. DR. ELMAR WIENECKE

TOP PERFORMANCE IN

BUSINESS AND SPORTS

MAXIMUM ENERGY FOR PROFESSIONALS AND ATHLETES
| CASE REPORTS



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Top Performance in Business and Sports

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Please note: For reasons of readability this book is written in the male speech form. Any references to trainers and participants of course include men and women.

Prof. Dr. Elmar Wienecke

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PREFACE

Higher—faster—farther. This is the precept of today's performance society in business and sports. Team spirit, competition, winning, and losing: linguistically sport has already found its way into business.

Meanwhile, daily stressors increasingly lead to exhaustion and even the way to *burnout*. However, some scientists challenge the vogue expression *burnout*. *Burnout* literally means *being burned out*. The battery is dead on all levels. There is a prevailing sense of "I can't go on," "I feel weak, unmotivated, and unhappy." In 2000 only 70 in 1,000 employees in German businesses showed signs of exhaustion, but today that number has increased to 350 in 1,000 employees who are affected. Based on internal data, the burnout rate in executives is higher than 35%. Our own research findings from 10,270 entrepreneurs, executives, managers, and employees show that: 79% feel highly stressed, talk about increasing exhaustion, and have trouble unwinding after work. These are alarming symptoms. Recent research also shows that mothers, in particular, with the dual stresses of jobs and family, have a higher tendency of experiencing increasing exhaustion, extreme mood swings, and eventually to complete burnout.

In top athletes, too, the dream of winning the championship, the obsession with success as validation of personal strength, the financially lucrative offers, and the growing mental and physical demands increasingly lead to fatigue, severe performance, mood fluctuations, and often "inexplicable" injuries. These various stress-induced reactions and the associated disorders can be avoided with optimal energy intake. The brain reacts based on biochemical principles. When there is a lack of specific substances, certain functional sequences can no longer progress optimally, resulting in a premature state of exhaustion.

WHAT DIMINISHES OUR SENSE OF WELL-BEING

New research shows that one in two German citizens—regardless of age—complains of different disorders: chronic fatigue, frequent illnesses, trouble concentrating, lack of motivation, headaches, exhaustion.

"Humans don't get sick because the body lacks medicine, but because biochemical disturbances occur in the body that are not recognized and corrected!" (B. Kuklinski). A top athlete shows severe performance fluctuations and because of minor injuries is unable to ever tap his full performance potential.

The manager feels burned out, the woman with the stressors of job and family is overburdened, and the pensioner/retiree has many ailments. All too often, therapists are unable to adequately explain the causes. Here an optimal energy intake is verifiably helpful.

TODAY EVERYONE LEARNS AND BENEFITS FROM ELITE SPORTS

Every human being has an individual energy requirement. To identify the requirements and combat deficiencies using appropriate, simple measures has recently been one of our central objectives. Many international top athletes (Olympic, world, European, and national champions) have benefitted from these new findings and are thereby able to train at a higher level, free of injury and pain.

Overall we examined 11,150 top competitive athletes from all sports disciplines. But the most important finding is this: Today people from all areas of life and professional backgrounds (often with a variety of ailments) benefit from these findings that make it possible to preserve quality of life through an optimized energy balance. All of our parameters are archived in a one-of-a-kind database and support our analysis of individual energy requirements.





DEFYING DAILY STRESSORS WITH OPTIMAL ENERGY

Recently, we performed this integral analysis on a total of 4,150 entrepreneurs, executives, and managers and an additional 6,120 employees from various lines of work. There are interesting identifiable links between an individual's optimal energy intake and mental and physical performance capacity. By using specially-developed measuring procedures (functional analysis of the energy metabolism, special amino acids in the brain metabolism, and intracellular blood tests of the different micronutrients), we are able to ascertain and optimize the current individual energy requirement in a timely fashion, so that premature exhaustion can be prevented.

Small things make a big difference; simple can be great! Dive into a fascinating world of various energy flows!

Prof. Dr. Elmar Wienecke
(sports scientist)

OPTIMAL PRESCRIPTION FOR ENERGY— INDIVIDUALIZED AND SUCCESSFUL

Being healthy and productive with early detection and correction of biochemical disorders.

- Entrepreneur, age 57 (11,900 employees): After three years of use, I feel in great shape and more resilient than ever!
- HR manager, woman, age 48: I am a new person, I feel markedly better and am more even tempered.
- Vice world champion, European champion, winner of multiple German championships (in martial arts): If I had used this concept sooner, I would have been able to avoid many injuries.
- Italian soccer pro, age 22: Mentally and physically I haven't felt this good in a long time. This system is the way of the future!





AN OPTIMAL ENERGY INTAKE BY EXECUTIVES LEADS TO:

- Improved mental capacity (better concentration)
- Increased stress tolerance
- Creativity
- Increased physical capacity
- Conservation of all important organ functions
- Optimization of complex metabolism of the brain, and endocrine and immune systems
- Verifiable job satisfaction

AN OPTIMAL ENERGY INTAKE BY TOP COMPETITIVE ATHLETES ENSURES:

- Training and competing at a higher level
- Improved regeneration ability
- Preservation of stressed structure function (ligaments, tendons, muscles, cartilage)
- Increased elasticity of many connective tissue structures
- Stable immune system
- Injury-free and pain-free training
- Training continuity
- Performance consistency

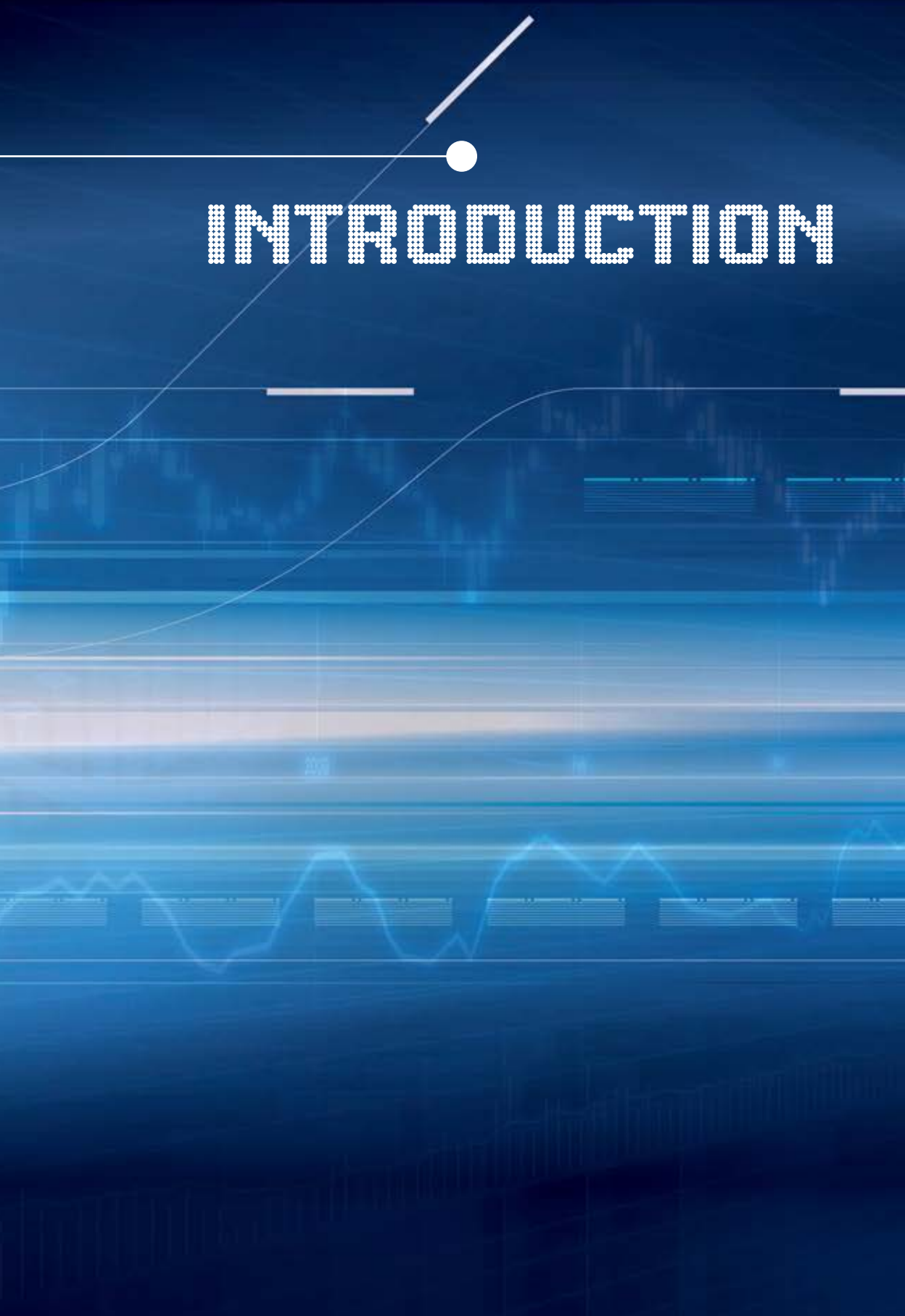




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INTRODUCTION



1 INTRODUCTION

1.1 PRESCRIPTION FOR ENERGY: WHAT MAKES THIS ENERGY FORMULA SO UNIQUE?

Previous preventative concepts for the preservation of physical well-being and overall health are based on the hypothesis of a balance of biochemical processes in the body. The growing impact of stressors in the workplace and in competitive and elite sports increasingly upsets this balance. The subsequent stress reactions and the resulting disorders can be prevented with an optimal energy intake.

The brain's reactions are based on biochemical principles. When there is a lack of specific substances, certain functional sequences are disrupted, resulting in a state of premature exhaustion. One of our central objectives recently has been to identify these biochemical imbalances and to counteract them with appropriate measures. As a team (physicians, sports scientists, physical therapists, biochemists), we were able to develop a comprehensive analysis system, construct a database of currently 35,570 case reports, and create individualized formulas (Prescriptions for Energy) based on these results.

To begin with, measuring the functional energy metabolism of each individual is of fundamental importance. What is not working optimally? Is there, for instance, limited activity of certain enzymes in the energy metabolism? What do they look like? Next is a detailed analysis of the intracellular micronutrient concentrations. With top competitive athletes, there is an additional measuring of the body's use of its own structural proteins. But these extensive analyses do not yet yield specific recommendations for action. The evaluation, rating, and development of these analyses require long-term comprehensive data collection.

Our results show that a balance of the biochemical equilibrium can be found 25% above the respective median values of individual groups of people. The executives (entrepreneurs, executive managers, managers), and also the top competitive athletes, initially show biochemical disturbances with a number of disorders that are causally linked to a lack of energy and micronutrient intake (-20% deviation from median values).

With Prescription for Energy, the individual gets exactly what he needs, and after a few weeks and months of monitoring, we can see how the initial results clearly shift upward and performance capacity and quality of life verifiably improve. When we look at the entire spectrum of case reports, it becomes evident how highly (100% compliance) this longtime proven concept for success has been and will be rated with different groups of people in the future. Performance capacity, creativity in executives, and athletic success in top competitive athletes are no coincidence.

PROMISING OUTLOOKS

We are not at the end of the road! The road is the destination! New and innovative advancements show the transfer into diverse new areas of application. Detecting biochemical disorders via special analyses and correcting them with a targeted, individualized formula has, for instance, also led to very positive changes in children and adults with ADHD (Attention Deficit Hyperactivity Disorder). "Prescription for Energy" can verifiably increase the elasticity of stressed connective tissue structures in athletes, has a preventative effect, and, in the future, will be a significant factor in rehabilitation.





1.2 LONG-TERM RESEARCH RESULTS (TIME FRAME: 2000-2013)

We did an integral analysis of the energy status of 10,270 entrepreneurs, executives, managers, and employees and 11,150 top competitive athletes while simultaneously recording the numerous disorders of these individuals. We provide a detailed account of these integral analyses and their significance see in chapters 1.3 and 1.4. The evidence gathered from our testing and interviewing 4,150 executives and 6,120 employees shows blatant deficiencies within the diverse energy system.



Fig. 1

When we compare our own research findings with those of other institutes, we can see dramatic developments in recent years. (See Fig. 2).

The increase of psychological factors in disorders is particularly conspicuous and shows a direct link to serious shortcomings of the complex energy system. With special blood and urine analyses, we are now able to prove that a link exists between the different energy metabolism parameters, the measured deficiencies, and the individual well-

being of these people. If the individual energy requirement can be ascertained early enough, it can be optimized so that premature exhaustion can verifiably be prevented or significantly mitigated.

Most recent studies:

Job-related demands are increasing.

Chronic fatigue syndrome (burnout) becomes dramatically worse.

Among German executives the annual burnout rate lies at 35%.

Chronic fatigue syndrome among employees is on the rise.

Statisticians list:

In 2000 = 70 sick days per year in 1000 employees

In 2011 = 370 sick days per year in 1000 employees

Fig. 2

PROVOCATIVE THEORIES

Every human being has an individual energy requirement!



Fig. 3



We will offer a more detailed discussion of the following theories in the case reports (see chapter 7.2, pg. 179 and chapter 7.3, pg. 193) by referring to specific to case studies.

In executives an optimal energy intake results in:

- Improved mental capacity (improved concentration)
- Improved stress tolerance
- Increased creativity
- Increased physical capacity
- Preservation of critical organ function
- Optimization of the complex metabolisms of the brain and, endocrine and immune systems
- Higher work efficiency due to overall well-being
- Higher savings potential because of fewer sick days
- Verifiable job satisfaction

In top competitive athletes an optimal energy intake ensures:

- Training and competing at a higher level
- Improved regeneration
- Preservation of stressed structure function (ligaments, tendons, muscles, cartilage)
- Increased elasticity of connective tissue structures
- Stable immune system
- Pain-free and injury-free training
- Training continuity
- Consistent performance (little fluctuation)

In the past, a variety of athletic motor skills tests made it possible to verify results in athletes. Today, Olympic, world, European, and national champions from around the world benefit from these findings.

1.3 ENERGY STATUS OF 4,150 EXECUTIVES AND 6,120 EMPLOYEES (AGE DISTRIBUTION: 44.3 ± 9.2)

Between 2000 and 2013, we conducted an integral analysis of the energy status of 4,150 entrepreneurs, executives, and executive staff. Of these, 79% report increasing exhaustion, 39% report beginning signs of burnout, 70% are unable to unwind after work, 70% are dissatisfied with their diet, 61% engage in performance-based sports to compensate, whereby 75% in this group report increasing exhaustion. These days nearly all executives exercise: 38% work out approximately three hours per week; 100% in this group report a direct positive link between optimal Prescription for Energy and personal well-being.

We first create a starting basis of the complex energy metabolism of this group of people in an overall layout with the aid of specially-developed blood and urine analyses.

- The functional energy metabolism (pg. 85) shows existing impairment in the activity of certain enzymes (metabolism catalysts), resulting in insufficient energy production and consequently increasing fatigue.
- Measurements of the amino acids show severe deficiencies that block optimal serotonin production in the brain metabolism, which can have a considerable long-term negative effect on the individual person's mood.
- In this group of people, the intracellular micronutrient analysis (see pg. 67) shows severe deficiencies that causally result in the restricted activity of the functional energy metabolism. In physically very active people, a shortage in the energy metabolism results in an increased demand on the body's own structural proteins (see pg. 92), which can impede the preservation of stressed connective tissue function (tendons, ligaments, muscles, cartilage) and considerably increase the risk of injury in this group of people.



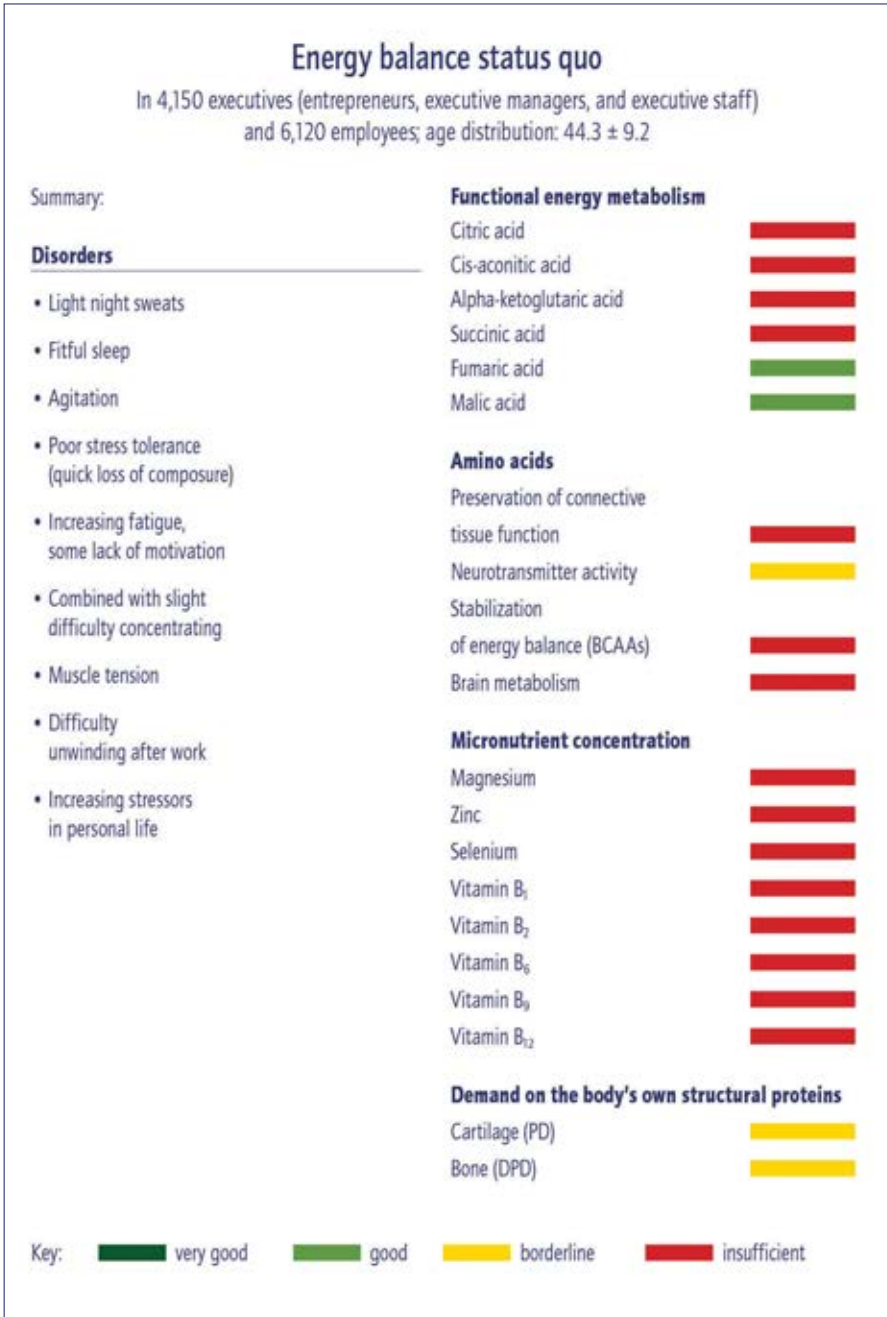


Fig. 4