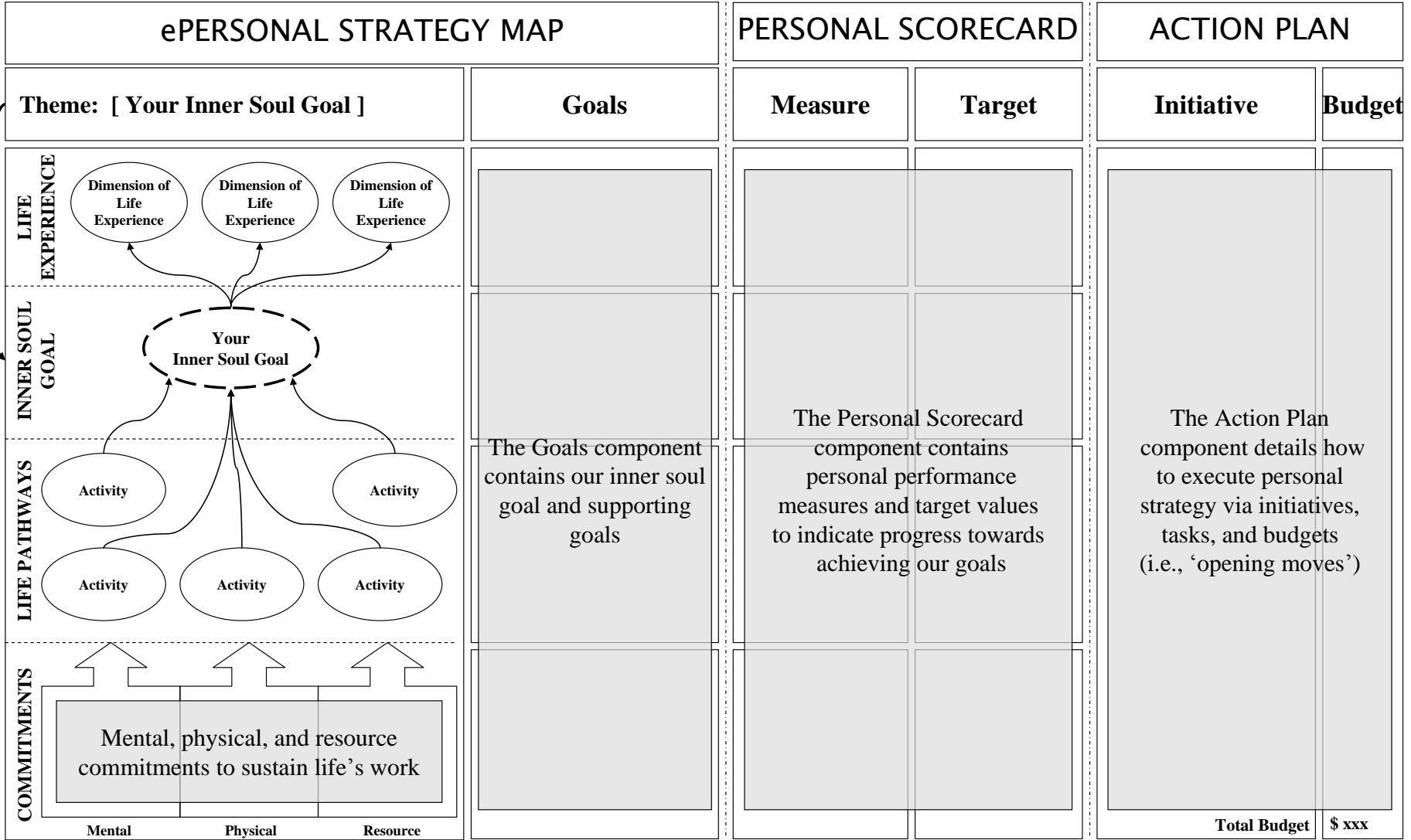
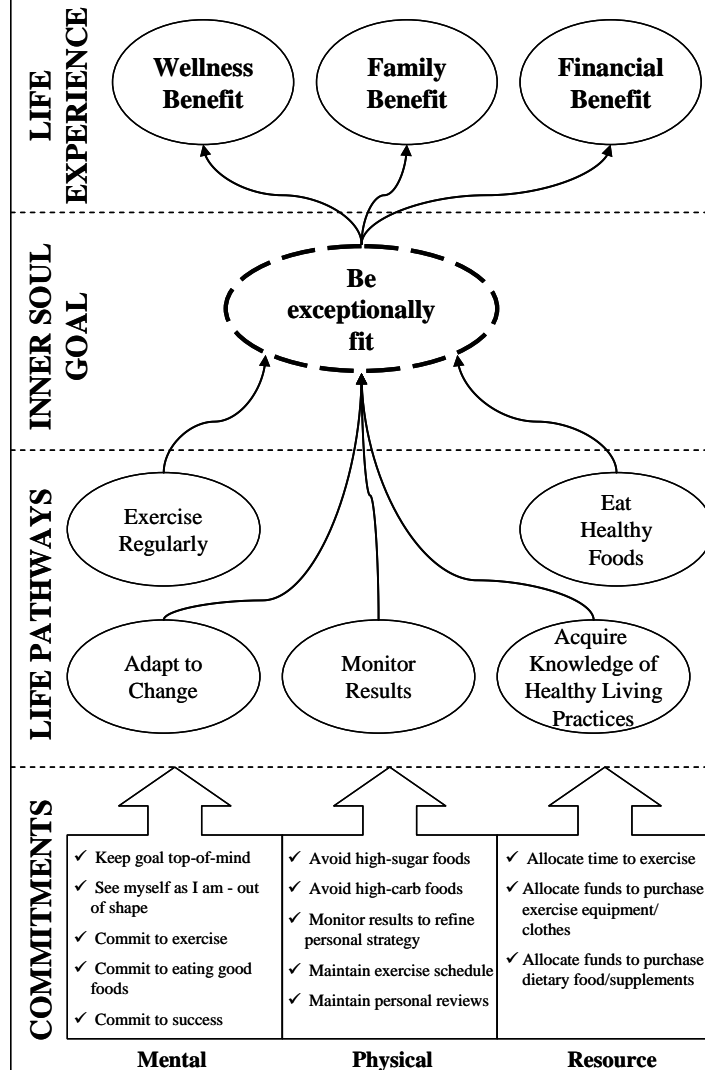


Personal Strategic Theme Framework



ePERSONAL STRATEGY MAP

Theme: Be exceptionally fit

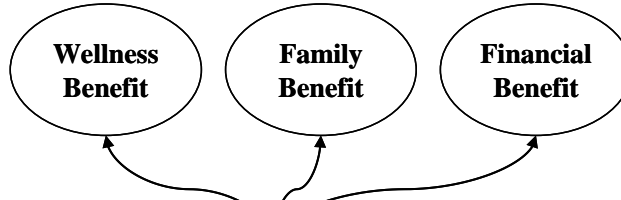


ePERSONAL STRATEGY MAP

Theme: Be exceptionally fit

Goals

LIFE EXPERIENCE



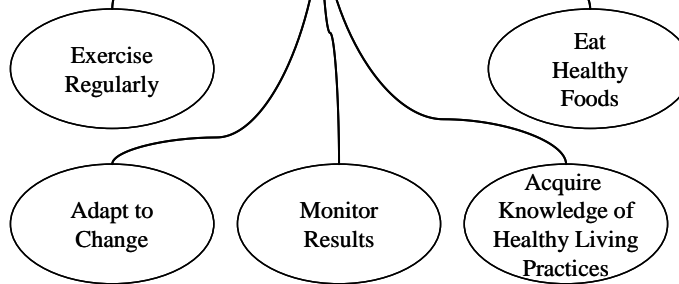
- Minimize insurance costs
- Actively support self and kids
- Improve health
- Live longer
- Remain youthful/mobile
- Maintain independence

INNER SOUL GOAL



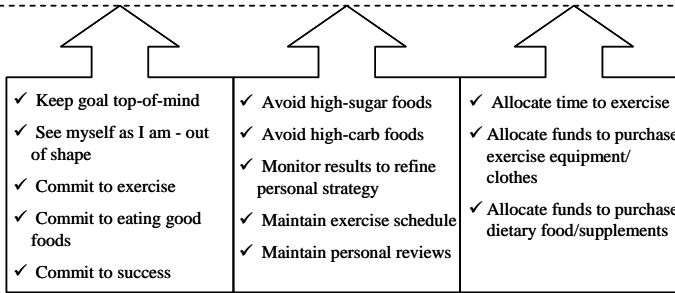
- Lose weight
- Increase muscle tone
- Be exceptionally fit
- Look good in a bathing suit

LIFE PATHWAYS



- Exercise regularly
- Eat healthy foods
- Acquire knowledge of healthy living practices
- Monitor results
- Adapt workout schedule and eating regimen based on results and feedback
- Reflect/assess personal strategy

COMMITMENTS



Mental

Physical

Resource

- Avoid high-sugar/high-carb foods
- Maintain top-of-mind presence of inner soul goal
- Allocate time to exercise
- Allocate funds to purchase dietary food/supplements
- Allocate funds to purchase workout equipment and clothes

ePERSONAL STRATEGY MAP

PERSONAL SCORECARD

Theme: Be exceptionally fit

Goals

Measure

Target

LIFE EXPERIENCE

Wellness Benefit

Family Benefit

Financial Benefit

- Minimize insurance costs
- Actively support self and kids
- Improve health
- Live longer
- Remain youthful/mobile
- Maintain independence

INNER SOUL GOAL

Be exceptionally fit

- Lose weight
- Increase muscle tone
- Be exceptionally fit
- Look good in a bathing suit

Body weight

200 lbs
(loss of 40 lbs)

LIFE PATHWAYS

Exercise Regularly

Eat Healthy Foods

Adapt to Change

Monitor Results

Acquire Knowledge of Healthy Living Practices

- Exercise regularly
- Eat healthy foods
- Acquire knowledge of healthy living practices
- Monitor results
- Adapt workout schedule and eating regimen based on results and feedback
- Reflect/assess personal strategy

- # workouts/week
- # carbs/day
- # calories burned through exercise/week
- # hours acquiring knowledge of healthy living practices/week

- 4
- <90
- 3,000
- 2

COMMITMENTS

- ✓ Keep goal top-of-mind
- ✓ See myself as I am - out of shape
- ✓ Commit to exercise
- ✓ Commit to eating good foods
- ✓ Commit to success

- ✓ Avoid high-sugar foods
- ✓ Avoid high-carb foods
- ✓ Monitor results to refine personal strategy
- ✓ Maintain exercise schedule
- ✓ Maintain personal reviews

- ✓ Allocate time to exercise
- ✓ Allocate funds to purchase exercise equipment/clothes
- ✓ Allocate funds to purchase dietary food/supplements

Mental

Physical

Resource

- Avoid high-sugar/high-carb foods
- Maintain top-of-mind presence of inner soul goal
- Allocate time to exercise
- Allocate funds to purchase dietary food/supplements
- Allocate funds to purchase workout equipment and clothes

hours allocated to aerobic/strength training exercise/week

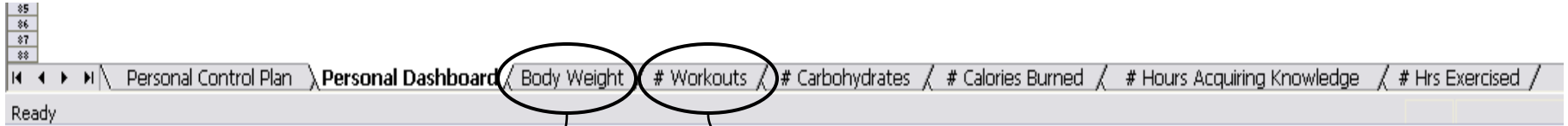
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PERSONAL CONTROL PLAN

Theme: [Be Exceptionally Fit]

Measure	Lead or Lag	Target Value	What Measured	How Measured	Why Measured	Where Data is Recorded	Data Collection	Decision Rule / Corrective Action
Body Weight	Lag	200 lbs	Total body weight	Digital scale	Primary outcome measure	Weight Log (Excel worksheet)	Weekly	If [body weight] increases from week to week, assess eating log to determine what foods are responsible for the weight gain and make necessary adjustments; examine workout routine for modification
# Workouts	Lead	4	Total number of times exercised in a week	Count from exercise log	Drives inner soul goal	Exercise Log (Excel worksheet)	Weekly	If [# of workouts] is < 4/week, assess why time cannot be allocated to workouts consistently and make necessary adjustments
# Carbohydrates consumed	Lead	< 90	Number of carbs associated with food and drink consumed per day	Reference carb booklet	Drives inner soul goal	Eating Log (Excel worksheet)	Daily	If [# of carbohydrates consumed] is > 90/day, assess why I was not able to limit/restrict food eaten to maintain daily carb goal; make necessary adjustments to ensure meeting carb intake goal
# Calories burned through exercise	Lead	3,000	Amount of calories burned through exercise in a week	Count from exercise machines/estimate	Drives inner soul goal	Exercise Log (Excel worksheet)	Weekly	If [# of calories burned through exercise] is <3,000/week, assess workout routine and make necessary adjustments to ensure meeting minimum calorie expenditure goal
# Hours acquiring knowledge of healthy living practices	Lead	2	Amount of time allocated to learn healthy living practices in a week	Watch/Clock	Drives inner soul goal	Training Log (Excel worksheet)	Weekly	If [# of hours spent learning healthy living practices] is <2 hrs/ week, review daily planner to understand why I was not able to allocate time; make necessary adjustments to ensure minimum time commitment is met
# Hours allocated to aerobic/strength training exercise	Lead	5	Amount of time allocated to exercise in a week	Watch/Clock	Drives inner soul goal	Exercise Log (Excel worksheet)	Weekly	If [# of hours allocated to exercise] is <5 hrs/week, assess why workouts are being cut short and make necessary adjustments

MS Excel Workbook



MS Excel Worksheet

RAW DATA SHEET

Measure: Body Weight / lbs
 Target Value: 200 lbs
 Target Date: Dec, 31st, 2011

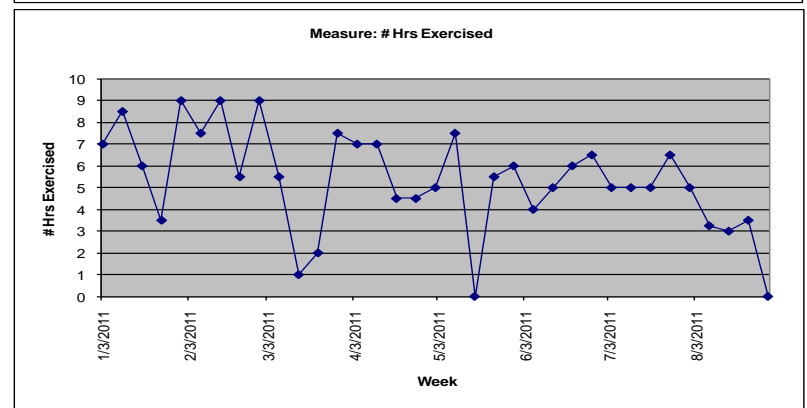
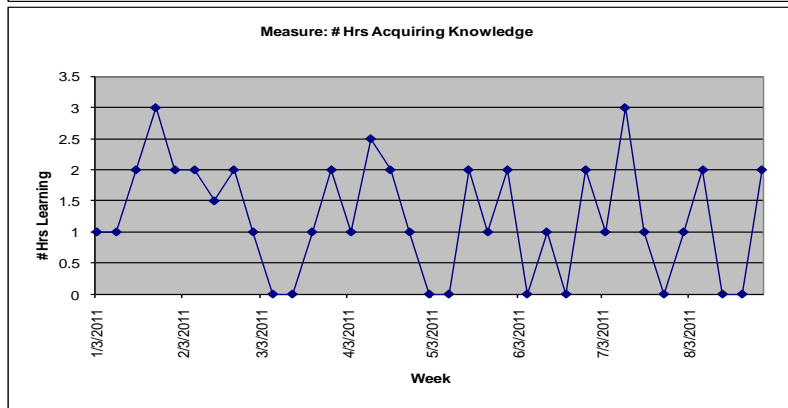
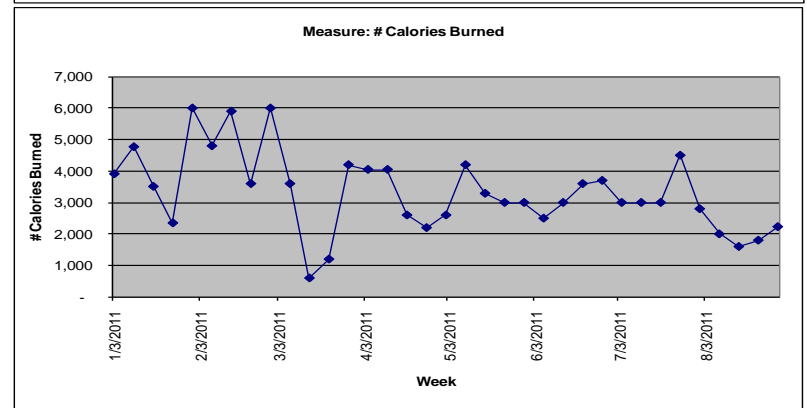
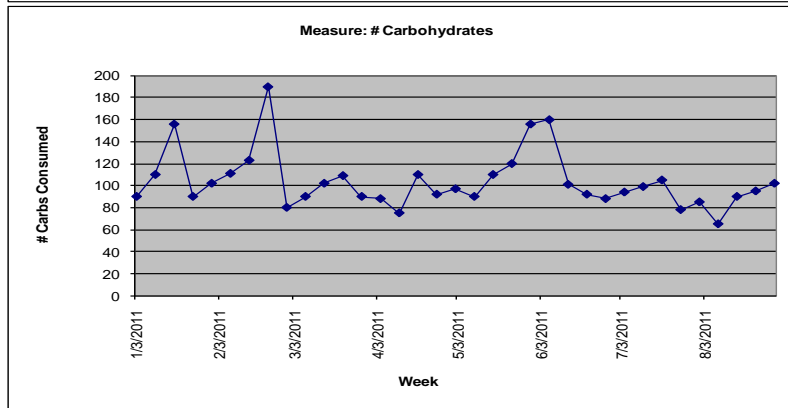
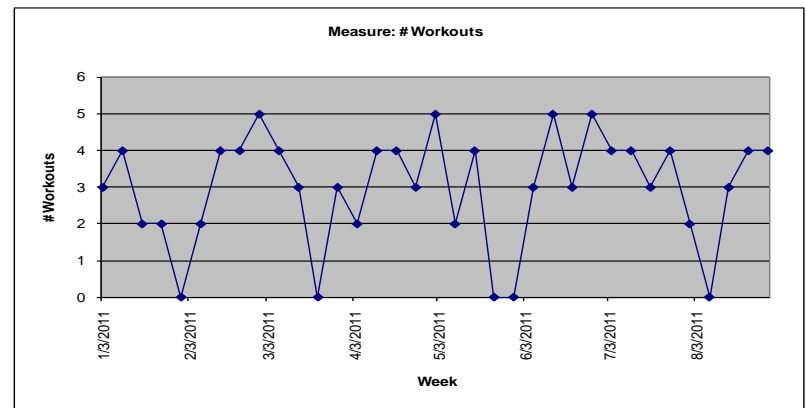
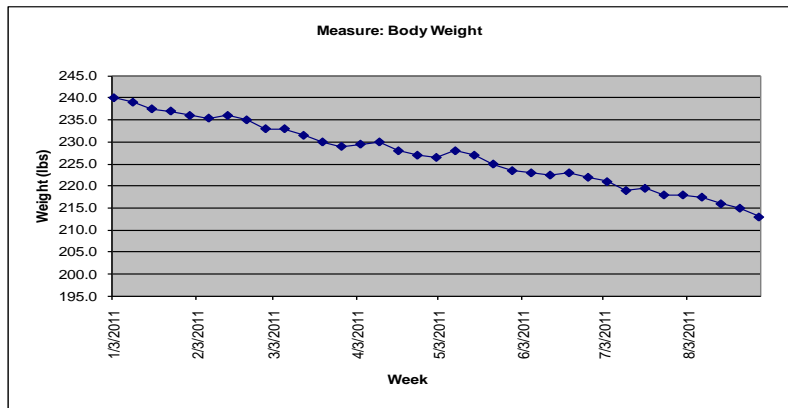
Weight Date (Monday)	Weight	Amount Lost (from base)	Notes
1/3/2011	240.0	BASE	
1/10/2011	239.0	-1.0	
1/17/2011	237.5	-2.5	
1/24/2011	237.0	-3.0	
1/31/2011	236.0	-4.0	
2/7/2011	235.4	-4.6	
2/14/2011	236.0	-4.0	
2/21/2011	235.0	-5.0	
2/28/2011	233.0	-7.0	
3/7/2011	233.0	-7.0	
3/14/2011	231.5	-8.5	
3/21/2011	230.0	-10.0	
3/28/2011	229.0	-11.0	
4/4/2011	229.5	-10.5	
4/11/2011	230.0	-10.0	
4/18/2011	228.0	-12.0	
4/25/2011	227.0	-13.0	
5/2/2011	226.5	-13.5	
5/9/2011	228.0	-12.0	
5/16/2011	227.0	-13.0	
5/23/2011	225.0	-15.0	
5/30/2011	223.5	-16.5	
6/6/2011	223.0	-17.0	
6/13/2011	222.5	-17.5	
6/20/2011	223.0	-17.0	

RAW DATA SHEET

Measure: # Workouts / week
 Target Value: 4

Week Of	# Workouts	Notes
1/3/2011	3	
1/10/2011	4	
1/17/2011	2	
1/24/2011	2	
1/31/2011	0	
2/7/2011	2	
2/14/2011	4	
2/21/2011	4	
2/28/2011	5	
3/7/2011	4	
3/14/2011	3	
3/21/2011	0	
3/28/2011	3	
4/4/2011	2	
4/11/2011	4	
4/18/2011	4	
4/25/2011	3	
5/2/2011	5	
5/9/2011	2	
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5/30/2011	0	
6/6/2011	3	
6/13/2011	5	
6/20/2011	3	

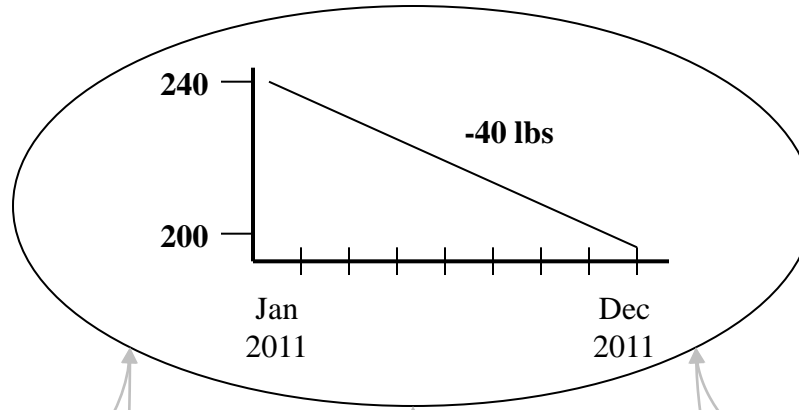
PERSONAL DASHBOARD



Inner Soul Goal Timeline

Inner Soul Goal:

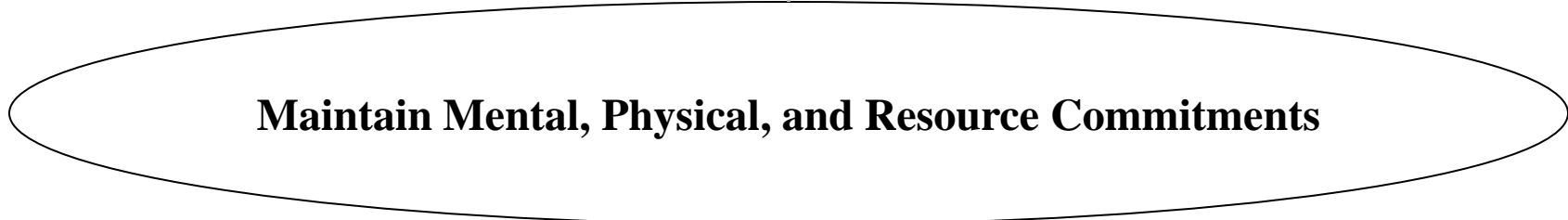
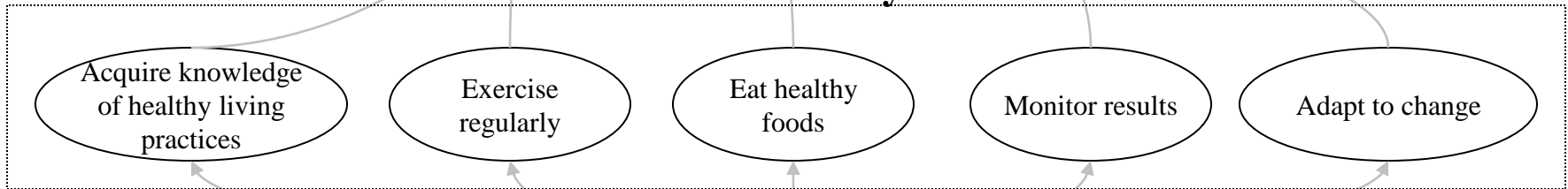
[To reduce my body weight from a current level of 240 lbs on 1/1/2011 to a target level of 200 lbs by 12/31/2011]



Key Milestone Dates

Timeframe	Year	Loss	Weight
Jan 1 - Feb 1	2011	3	237
Feb 1 - Mar 1	2011	3	234
Mar 1 - Apr 1	2011	3	231
Apr 1 - May 1	2011	3	228
May 1 - Jun 1	2011	3	225
Jun 1 - Jul 1	2011	4	221
Jul 1 - Aug 1	2011	4	217
Aug 1 - Sep 1	2011	4	213
Sep 1 - Oct 1	2011	4	209
Oct 1 - Nov 1	2011	3	206
Nov 1 - Dec 1	2011	3	203
Dec 1 - Dec 31	2011	3	200
Totals		40	

Life Pathways



Maintain Mental, Physical, and Resource Commitments

ePERSONAL STRATEGY MAP

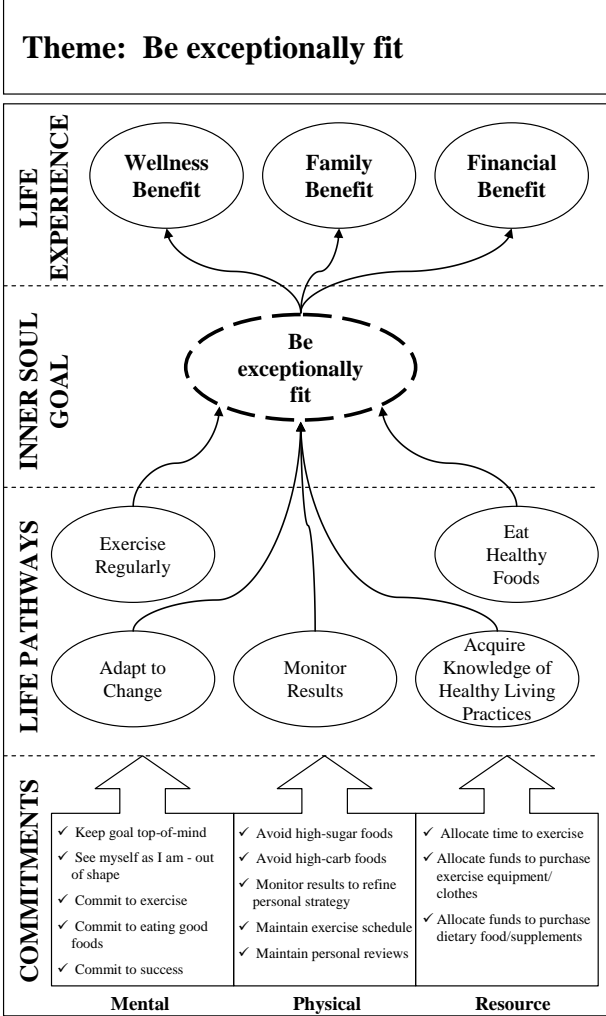
PERSONAL SCORECARD

ACTION PLAN

Theme: Be exceptionally fit		Goals	Measure	Target	Initiative	Budget				
<p>LIFE EXPERIENCE</p> <p>Wellness Benefit Family Benefit Financial Benefit</p> <p>INNER SOUL GOAL</p> <p>Be exceptionally fit</p> <p>LIFE PATHWAYS</p> <p>Exercise Regularly Eat Healthy Foods</p> <p>Adapt to Change Monitor Results Acquire Knowledge of Healthy Living Practices</p> <p>COMMITMENTS</p> <table border="1"> <tr> <td> <ul style="list-style-type: none"> Keep goal top-of-mind See myself as I am - out of shape Commit to exercise Commit to eating good foods Commit to success </td> <td> <ul style="list-style-type: none"> Avoid high-sugar foods Avoid high-carb foods Monitor results to refine personal strategy Maintain exercise schedule Maintain personal reviews </td> <td> <ul style="list-style-type: none"> Allocate time to exercise Allocate funds to purchase exercise equipment/clothes Allocate funds to purchase dietary food/supplements </td> </tr> <tr> <td>Mental</td> <td>Physical</td> <td>Resource</td> </tr> </table>	<ul style="list-style-type: none"> Keep goal top-of-mind See myself as I am - out of shape Commit to exercise Commit to eating good foods Commit to success 	<ul style="list-style-type: none"> Avoid high-sugar foods Avoid high-carb foods Monitor results to refine personal strategy Maintain exercise schedule Maintain personal reviews 	<ul style="list-style-type: none"> Allocate time to exercise Allocate funds to purchase exercise equipment/clothes Allocate funds to purchase dietary food/supplements 	Mental	Physical	Resource	<ul style="list-style-type: none"> Minimize insurance costs Actively support self and kids Improve health Live longer Remain youthful/mobile Maintain independence 			<p>'Thrive and Alive at 205'</p> <p><input type="checkbox"/> <u>Financial Tasks</u></p> <ul style="list-style-type: none"> Obtain health-club membership <input type="checkbox"/> \$200 Purchase home gym equipment (sit-up bench, stretch mat, dumbbells) <input type="checkbox"/> \$125 Purchase exercise gear and shoes <input type="checkbox"/> \$175 Purchase initial supply of dietary food/supplements <input type="checkbox"/> \$125 <p><input type="checkbox"/> <u>Non-Financial Tasks</u></p> <ul style="list-style-type: none"> Identify and eliminate foods that are not part of healthy living plan Plan time for daily/weekly reflection Plan time to read healthy living literature Create life-aids to keep my goal top-of-mind and in my face Plan weekly exercise schedule/calendar Communicate to others my goal and ask for support
	<ul style="list-style-type: none"> Keep goal top-of-mind See myself as I am - out of shape Commit to exercise Commit to eating good foods Commit to success 	<ul style="list-style-type: none"> Avoid high-sugar foods Avoid high-carb foods Monitor results to refine personal strategy Maintain exercise schedule Maintain personal reviews 	<ul style="list-style-type: none"> Allocate time to exercise Allocate funds to purchase exercise equipment/clothes Allocate funds to purchase dietary food/supplements 							
	Mental	Physical	Resource							
	<ul style="list-style-type: none"> Lose weight Increase muscle tone Be exceptionally fit Look good in a bathing suit 	<ul style="list-style-type: none"> Body weight 	<ul style="list-style-type: none"> 200 lbs (loss of 40 lbs) 	<p>Total Budget</p> <p>\$ 625</p>						
<ul style="list-style-type: none"> Exercise regularly Eat healthy foods Acquire knowledge of healthy living practices Monitor results Adapt workout schedule and eating regimen based on results and feedback Reflect/assess personal strategy 	<ul style="list-style-type: none"> # workouts/week # carbs/day # calories burned through exercise/week # hours acquiring knowledge of healthy living practices/week 	<ul style="list-style-type: none"> 4 <90 3,000 2 								
<ul style="list-style-type: none"> Avoid high-sugar/high-carb foods Maintain top-of-mind presence of inner soul goal Allocate time to exercise Allocate funds to purchase dietary food/supplements Allocate funds to purchase workout equipment and clothes 	<ul style="list-style-type: none"> # hours allocated to aerobic/strength training exercise/week 	<ul style="list-style-type: none"> 5 								

Personal Strategic Theme

ePERSONAL STRATEGY MAP



- Goals**
- Minimize insurance costs
 - Actively support self and kids
 - Improve health
 - Live longer
 - Remain youthful/mobile
 - Maintain independence
- Lose weight
 - Increase muscle tone
 - Be exceptionally fit
 - Look good in a bathing suit
- Exercise regularly
 - Eat healthy foods
 - Acquire knowledge of healthy living practices
 - Monitor results
 - Adapt workout schedule and eating regimen based on results and feedback
 - Reflect/assess personal strategy
- Avoid high-sugar/high-carb foods
 - Maintain top-of-mind presence of inner soul goal
 - Allocate time to exercise
 - Allocate funds to purchase dietary food/supplements
 - Allocate funds to purchase workout equipment and clothes

PERSONAL SCORECARD

Measure	Target
<input type="checkbox"/> Body weight	<input type="checkbox"/> 200 lbs (loss of 40 lbs)
<input type="checkbox"/> # workouts/week	<input type="checkbox"/> 4
<input type="checkbox"/> # carbs/day	<input type="checkbox"/> <90
<input type="checkbox"/> # calories burned through exercise/week	<input type="checkbox"/> 3,000
<input type="checkbox"/> # hours acquiring knowledge of healthy living practices/week	<input type="checkbox"/> 2
<input type="checkbox"/> # hours allocated to aerobic/strength training exercise/week	<input type="checkbox"/> 5

ACTION PLAN

Initiative	Budget
<p>‘Thrive and Alive at 205’</p> <ul style="list-style-type: none"> <input type="checkbox"/> <u>Financial Tasks</u> ✓ Obtain health-club membership ✓ Purchase home gym equipment (sit-up bench, stretch mat, dumbbells) ✓ Purchase exercise gear and shoes ✓ Purchase initial supply of dietary food/supplements <input type="checkbox"/> <u>Non-Financial Tasks</u> ✓ Identify and eliminate foods that are not part of healthy living plan ✓ Plan time for daily/weekly reflection ✓ Plan time to read healthy living literature ✓ Create life-aids to keep my goal top-of-mind and in my face ✓ Plan weekly exercise schedule/calendar ✓ Communicate to others my goal and ask for support 	<ul style="list-style-type: none"> <input type="checkbox"/> \$200 <input type="checkbox"/> \$125 <input type="checkbox"/> \$175 <input type="checkbox"/> \$125
Total Budget	\$ 625