

PROF. DR. ELMAR WIENECKE

TOP PERFORMANCE IN

BUSINESS AND SPORTS

MAXIMUM ENERGY FOR PROFESSIONALS AND ATHLETES
| CASE REPORTS



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Prof. Dr. Elmar Wienecke is a P.E. teacher and sports scientist. He received his doctorate from the German Sport University Cologne in the faculty for sports medicine/cardiology/training theory and kinetics. His own negative experience in sports led to an early invalidity. After that, he started his career as a soccer coach. In 1989, he received the training license for the Bundesliga. He ended his work as a soccer coach with 33 years and founded SALUTO, the internationally acclaimed center of excellence for health and fitness in Germany. SALUTO is a combination of medical services, diagnostics, science and research.

Top Performance in Business and Sports

The contents of this book were carefully researched. However, all information is supplied without liability. Neither the author nor the publisher will be liable for possible disadvantages or damages resulting from this book.

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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CONTENTS

PREFACE	8
1 INTRODUCTION	16
1.1 Prescription for Energy: What Makes This Energy Formula So Unique?	16
1.2 Long-Term Research Results (Time Frame: 2000-2013)	18
1.3 Energy Status of 4,150 Executives and 6,120 Employees (Age Distribution: 44.3 ± 9.2)	21
1.4 Energy Status of 11,150 Top Competitive Athletes (Age Distribution: 24.3 ± 9.2)	30
2 INTERNAL AND EXTERNAL ENERGY: LIVING A BALANCED LIFE	42
2.1 General Aspects of Our Energy Balance	42
2.2 Fit Instead of Exhausted: The Path to Increased Energy	45
2.3 Digression: The Complex Energy System	46
2.4 Physical and Mental Performance Capacity and the Role of Micronutrients in the Energy Metabolism	50
2.5 The Thyroid as Regulator of the Energy and Micronutrient Metabolism	53
3 YOU ARE WHAT YOU EAT: ASPECTS OF NUTRITION PHYSIOLOGY	62
3.1 Functional Energy Metabolism Disorders Due to Micronutrient Deficiencies in Executives and Competitive Athletes	62
3.2 The Engine Cannot Run Without Fuel	64





3.3	The Components of Blood	66
3.4	Causes of Increasing Deficiencies in Executives, Top Competitive Athletes, and in Adults with ADHD	72
4	BIOCHEMISTRY OF HAPPINESS	80
4.1	Consequences of Biochemical Disorders	80
4.2	A Look at the Individual Measurements	84
4.3	The Role of Micronutrients: How Micronutrients Really Help	94
5	MORE ENERGY FOR A VITAL LIFE	112
5.1	Exercise: Fit Instead of Exhausted, The Path to More Energy	112
5.2	Brain Food for Executives	124
5.3	Enjoying Life Without Being Stressed	139
5.4	Healthy and Sound Sleep	145
6	STRESS REDUCTION ON A BIOCHEMICAL LEVEL	152
6.1	General Aspects of Cortisol	152
6.2	Sugar Related Stress	156
6.3	Prevention with Prescription for Energy	164
6.4	Competitive and Elite Sports with Prescription for Energy: The Proven Recipe for Training Continuity and Top Performance	169
7	ANALYSIS AND REGULATION	176
7.1	Prescription for Energy: What is the Practical Application?	176
7.2	Case Studies of Executives	179
7.3	Case Studies of Top Competitive Athletes	190
7.4	Comments on Prescription for Energy	202

APPENDIX	204
1 Bibliographical References	204
2 Information on the Internet (Available by Download)	206
3 Acknowledgements	206
4 About SALUTO (Society for Sport and Health)	207
5 Self Checks: What is the State of my Energy Balance?	208
6 Photo Credits	218
7 PDF Download	218
8 Foundation for Micronutrients – Prevention, Health, Quality of Life	220
9 Statements	223





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

