



# CEO'S CORNER

► A steady view on what matters most.

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## The New Year's Resolution I'd Like You To Make

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Fix yourself! That's right, fix yourself. Whatever is wrong with you that's within your ability to fix, do it. You're excused if you have an incurable disease, but short of that, improve your fitness, improve your mental health, lose weight, improve your work-life balance, learn a new skill, improve your diet, make more time for loved ones, perform better at work, make more time for hobbies, travel more, improve your finances. You pick what you want to fix and then do it. No excuses please!

If this list of things to fix looks familiar it comes from the newsletter I wrote on January 3, 2025. Its title was **“Why So Many New Years Resolutions Fail”**. In it I reported, *“If you made a resolution and failed you have plenty of company. Cynthia Vinney, Ph.D., reports that 90% of*

*resolutions are abandoned within a few months. The overwhelming majority of resolutions are related to improving fitness, improving mental health, losing weight, or improving diet. All of them are really about improving health, which would be wonderful, if only resolutions became reality.” But most of them don’t and that’s a damned shame.*



**“YOU CHEWED UP MY LIST OF NEW YEAR’S  
RESOLUTIONS! GOOD BOY !”**

I’m particularly aware of the consequences of failure this year. One of my oldest and dearest friends finished 2025 in hospice and is expected to live only a few more weeks. We were roommates in college and have been great friends ever since. He’ll be gone soon, and it didn’t have to

be this way. This former athlete, college football player, basketball player, ignored his health for at least the past 15-20 years. He fell into bad habits. He ate bad food, much of which is now considered normal food. He stopped working out. He stopped being active. He hasn't seen a primary care physician in over a decade. At first he made excuses, but eventually this behavior became his "normal". The excuses disappeared because he didn't think he was doing anything out of the ordinary---much like so many other people I know. Now he's dying from afflictions that could have been caught early and easily dealt with. His family is being told that he wouldn't survive the surgery and treatments he needs because he is too weak and out of shape. He could have lived for years! I wanted him to live for many more years! His daughters wanted him to live for many more years!

If you are reading this letter please understand that I want you to live a healthy and happy life for many more years. Even our constitution says we have the right to "pursue happiness"! Stay around for yourself, your family and your friends. I'm very sad every time I encounter someone that could easily improve themselves and their life but simply doesn't. Keeping resolutions isn't easy. The stats confirm that. But you can do it with determination and help from your friends.

## **Making New Habits**

Whatever your resolutions are, they are about outcomes in your life that are different from what you are currently experiencing. To achieve them you have to change your behavior to get results. You have to create new habits. Habits are only created by repetition, every day. You can't expect to lose 25 lbs or lower your blood pressure by behaving tomorrow like you did yesterday. You have to change something tomorrow, and the next day, and the next day. You have to become like the "little engine that could", telling yourself every day, "I think I can", "I think I can", "I think I can", until you have! The moral of that children's storybook is "never give up". I can tell you one thing I know for sure. If you make the proper plan, work the plan, and never give up, you will accomplish your resolution, whatever it is. It is just that simple! I'm a living, breathing example. At age 77 I work out at least 5 days a week, often 6 days. I lift heavy weights. I refuse to miss two days in a row. It's too easy to start breaking the habit by doing so. I have strength, stamina, and mobility that most men my age don't have. I watch what I eat very carefully. I step on a scale every morning and every evening, monitoring my weight very closely. I'm healthy and productive. It's all been very intentional. I didn't want to end up like my buddy!

## **Stay in the moment**

Focus on the task. The world offers plenty of distractions. Don't let them steer you off course. Don't let them cause you to stop in the middle of

your planning session, workout, work, or time with loved ones. Don't let distractions be your excuse or cause of failure. Stay in the moment!

### **Involve a friend or partner**

Don't keep your resolution to yourself for fear you will fail. Tell someone what you intend to do. Better yet, get them involved in the process with you, even if it's only a friend that listens and commiserates as you go. You might be surprised to see them inspired by you and join you! The real point is, don't hide for fear of failure. Declare yourself. It doesn't have to be the world; just someone you trust. It can help! Also remember that if they encourage you to quit, fire them as your confidant, laugh, keep going, and call me.

### **Be your own best health and life advocate**

My primary care physician told me that he's most frustrated about how few questions he gets from patients, particularly after receiving a new diagnosis or a new treatment. He says the most common answer to the question, "do you have any questions" is "no". I used to do this myself, but not anymore. I want to know as much about any diagnosis or treatment as I can. I go home and log into Chat GPT or Google Gemini and find out all I can. The more you know, the more you can help yourself. I'm not advising anyone to "play doctor", but I am advising you to "get smart" about your own health. Doing so can save your life. At a minimum it can improve your quality of life. What if we're confident

enough to tell your doctor about symptoms or problems he or she is not aware of? What if you were more knowledgeable than your doctor about how to maintain your strength, mental health, and longevity? It's quite possible to do!

There is one doctor that both Meghan and I rely on for knowledge about leading more happy, healthy, and longer lives. His name is Dr. Peter Attia. The easiest way to follow him is watching his podcasts on YouTube.com. Create a new habit by watching one a day for a month. After a month you will be amazed at how much you've learned. I'd bet your health and fitness habits will change too. It's never too early to "fix yourself", but sometimes it can be too late. Whatever your age is, start now!!

Happy New Year and all the best to you,

*Paul*

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