

Thriving in a 24-7 World Written by Peter Jensen, Ph.D.

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This is my 2nd book review in my recently launched book review series, where I share books that I have gotten a lot of value from for both my business and personal development.

I hope you enjoy these book reviews and I look forward to your feedback on them as well as any recommendations of books you feel you have benefited from.

The book I am sharing today is by Peter Jensen, Ph.D. and is called: Thriving in a 24-7 World. Peter is a sports psychologist and has attended 8 Olympic Games as a member of the Canadian Olympic team, and has helped over 70 Canadian athletes medal.

In summary, the central premise of the book is we live in a world where the demands we face have grown exponentially over time, yet the number of hours in a day has remained constant. People use time management strategies to manage an ever-growing to-do list, but time is finite and often outside our control. Energy management is however within our control. It is also about striking a balance between moments of high performance and periods of renewal.

This book ties in nicely with the last book I featured (15 Secrets Successful People Know About Time Management by NY Times bestselling author, Kevin Kruse). One of his 15 tips is called "Energy is Everything" and it highlights that productivity is about energy and focus, not time.

Why I liked this book:

There are many reasons I like this book which include:

- The book is written in a fictional story format, with its energy management theme weaved into practical solutions in a wide range of applications. It's an easy and entertaining read and not overly technical in terms of its advice.
- The concept of energy management is a very subtle, yet critical component of how we manage both our physical and mental health. It really provides one with a deep dive into the Energy is Everything time management secret outlined by Kevin Kruse.
- Each chapter includes a brief recap of what theme is being discussed and at the end of the book, there is a great recap of the key aspects of energy management.

Key Takeaways:

There is a ton of great value in this book. For me, the 3 key takeaways of energy management were:

- **Awareness** – the key to good energy management is learning to be aware of your current energy usage that is often displayed in the body, mind and feelings.

- **Energy is limited** – understanding that one only has a limited amount of energy to expend in a day, so minimizing energy drain is critical. The book includes lots of ways to minimize energy drain such as:
 - Obsessing over things you cannot change
 - Getting angry
 - Imagined negative stories
 - Overwhelming oneself – just taking on too much work
 - Multi-tasking
 - Awfulizing
- **Take frequent breaks & get plenty of rest** – most people underestimate the need to take frequent breaks and rest to recharge. Breaks are critical not only for productivity but also creativity. The effectiveness of the break depends more on the level of disengagement from tasks than the length of the break (ie: taking a break outside but still checking your emails on your phone is not a break).

There are many other valuable energy management tips in this book with key ones including the concept of centring (breathing technique) to bring down one's energy levels and acting as if you have more time in tight deadline situations to slow things down and bring down your energy levels.

There is also a good section on dealing with change where he discusses the concept that to change, it's not: "analyze, think and change," but rather "See (or visualize), Feel and Change."

I hope you enjoy this book as much as I did, and I look forward to your thoughts on it.

At Isaacs Advisory, we have extensive experience in advising, structuring, and sourcing financing solutions for start-up, early-stage, and growth businesses.

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