



Steph: Hi, Shannah. Welcome to the show.

Shannah: Thanks for having me. It's wonderful to be in an environment where we can share lots of tools and tips together.

Steph: Absolutely. Really looking forward to myself and our listeners learning from you today. I'd love to set the scene with a little bit of your story in terms of how comfortable you feel sharing your personal health story, and then we can move on to what you've done in the professional space.

Shannah: Absolutely. Yeah, my story's quite interesting because 30 years ago, I was the workaholic. The type A, overachieving perfectionist. And really wanted to hard and become very, very successful and I had this incredible work ethic.

But I didn't have any self-care skills or strategies whatsoever. And was really a total FOMO, fear of missing out, so I went to everything as well as working. So for me, I didn't have that care or the knowledge or the education, I suppose.

My job was amazing. It was working in corporate sport. I was working seven days a week because sports are always on the weekends, so you could never really switch off. A lot of the time on the weekend, I'd go to sporting events. My job was Jerry Maguire. It was buying and selling athletes for a brand. And what an incredible job in your 20s that is. I'm negotiating contracts. I had 200 of our country's best athletes. So an amazing opportunity. A thriving job. All ended in chronic fatigue syndrome before the age of 30.

That was really, really depressing because my brain wanted to do everything and conquer the world and rise up, but my body just wouldn't keep up. So chronic fatigue, adrenal burnout. Probably for a year, I was ignoring all of the signs and symptoms. You'd have that really bad headache, but you'd still go out. Or you'd feel like you sort of got a big hangover even though you haven't drunk anything, but you'd still push through. And I never allowed myself to rest because I thought rest would mean I was lazy. So a lot of it was my mindset really wasn't conducive to supporting my health and wellbeing.

So chronic fatigue for me was... In those days, they didn't even know really what it was or how to diagnose it, and they still don't really. But I had all the symptoms of lupus and MS and AIDS, and I had to go through a whole process of elimination for them to say, "Yeah, you've got chronic fatigue." That meant for me a year in bed, where I couldn't read anything because my eyes would burn. I couldn't open a newspaper even or smell a newspaper because it would burn my nose, and it still does today. I still can't read a newspaper today, 20 years later. I really couldn't drive my car or could hardly shower myself. I had to set goals all the time like could I walk to the letter box and back, could I walk to the end of the street and back. So really long, horrible journey. And one where you get quite depressed as well because you're 30 and all your friends are going out and you can't move.

So really challenging times. In that time, I really had to stop and say, "What am I doing? Why am I working so hard? What am I trying to achieve here and at what cost?" And it was the first time I actually stopped and said, "If I want longevity in my career, I need to put health and wellbeing at the top of the list," because you can't have your career without your health and wellbeing. I really then knew that it had to be number one. My number one value would have to be my health. Mental, physical, emotional, and spiritual.

So I started on a whole new journey, which was daunting and exciting. I started with a life coach to help me get through the depression and set some mini goals for myself that just help me feel like I was having a win here and there. But it took about five years to recover, and it's something I need to manage still today.

I don't know if you can ever fully recover. I've heard some people can. But for me personally, I have two businesses, a marriage, couple of teenagers, a dog, I travel nearly every week on a plane, and I'm very fit and I need to manage my health. And that's my number one job every single day.

Steph: Yeah, I think that's a really fascinating story and one I know a lot of people will relate to. I'm sure you've come across that yourself with the people that you now work with. The world that we live in, it's busy and we're often overcommitting and unfortunately, our health is then suffering as a result. We also know that CFS is a spectrum. It sounds like yours was quite a severe case for want of a better word with the duration of recovery and obviously the symptoms that you were facing in the acute phase. So I guess it's wonderful that you've learnt the lesson, because it's not something you want to have to learn twice.

Shannah: No.

Steph: You've learnt about self-care.

Shannah: Absolutely. It was really in that time of being so unwell, that I had to strip everything back. I had to pare everything back in my life. My friendships that

were toxic, how I was spending my time, how much preparation and time and effort did I actually put into my health and wellbeing, and really, I had to put myself as the asset for the first time ever.

Our job is what we do, it is not who we are. When we see ourselves as the asset and the business of self is first and foremost, that's when we can start building a really wonderful, solid foundation for success and longevity and happiness and fulfillment in our life.

So that was a really big lesson. To show up and protect myself every day is still my number one point of call for the day, I think. It was really in that time that I was thinking about my athletes because I was flat on my back. I was thinking, "Wow. Well, a lot of our athletes, they go from hero to zero overnight." So they're out competing. I was watching them win medals at the Olympics. Then they might be dropped from the team or they might get injured. We see our footballers all the time in our face getting injured or making a mistake and getting dropped from the team.

And they really go from hero to zero overnight. They didn't have a plan. They didn't have a plan for themselves. They didn't know who they were. They really were just their job and identified themselves as their job. "I'm Peter from Macquarie Bank." Or, "I'm Peter who plays for St Kilda Football Club." Or, "No, I'm so and so the Olympian." And I actually saw the other side of that when you take that label away and you haven't done the work to really build a wonderful, solid human being.

So having a life coach myself, I saw, "Wow, there was a big opportunity for me to go and study coaching and coach athletes into retirement." There were no coaches in Melbourne. Absolutely none. And nobody had ever heard of it. So I really was stepping into new waters. I had to explain myself the whole time and really went through that glass ceiling here of building a business that no one had heard anything about before.

Steph: Yeah, I think that's fascinating. Obviously, it would be really interesting for you now with the space. When we get to it, I'd love to hear of your thoughts of the industry as a whole. But yeah, it sounds like you obviously had that real first hand experience of having that guide and looking at how important it is to have those really strong foundations.

Shannah: Yeah, well it was the first time that I really had someone sit down with me since maybe at school when you did careers counselling in Year Nine, and say, "Who are you? What are you about? Who are you without your job? Who do you want to become? Are you being the inspirational person that you want to be?" When you have someone sit with you and strategize and ask the tough questions, that's when the self-connection starts to happen. Because we find that everybody at the moment is on this treadmill. It's the same old, same old every day. You go to work, you go home. You go to work, you go home. You might go to the gym. A bit of Netflix. But it's this treadmill hamster feeling

because everything is so fast. And because technology has come in with such gusto, which is fantastic, it hasn't been bought in with any boundaries. So it's sort of like opening the liquor cabinet, but you can have it any time. There's no boundary around the phone.

So people don't have any time now to stay connected with themselves for reflection. No time to get lonely. No time to sit and really develop self. So having a life coach has become quite important because it's the one person that sits down and works on the business of you in a really safe space where we can strategize properly.

I studied life coaching for two years through the International Coaching Academy. I think I was one of the first life coaches ever in Melbourne, and that would be 20 years ago now. It was really interesting because trying to get business when someone's like, "What are you talking about? Who are you?" And all my friends were like, "What are you doing going from your Jerry Maguire job to being a life coach?" But I really became very passionate about it and I had firsthand experience, and I saw a really big gap in the market coming for our athletes. And nobody seemed to care about them after their career had finished.

Steph: Yeah, we've seen that in so many examples. Unfortunately, it doesn't end pretty for a lot of people. Obviously, the sports themselves have identified that and you would've seen it's quite different in 2019 versus what it was like 20 years ago, but still something really missing. A really missing key piece of the puzzle is to what they can do beyond that persona of being the world class athlete.

Shannah: Absolutely. So I became really passionate about coaching athletes into retirement. I would approach football clubs and it's really interesting, I had a coffee the other day with an ex-AFL coach who actually wanted to take me out and apologize. He said, "When you came to us, we weren't ready to hear it. We knew it, but we weren't ready to hear it," because I was saying they need a life plan. They need a plan running alongside their football life to help them transition later on. The earlier we could start your life plan, the better. I just couldn't handle it. It was too scary. We don't know anything about it. Is it too woo-woo? We're not sure. And now, it's totally essential.

It's really interesting how much the world's changed where people now value health and wellbeing and don't think it's too hippie or anything like that. They actually say it's part of your strategy and it's a skill that's just as important as your time management skills and your marketing skills and your sales skills and everything else. It's really having your plan running properly. Getting your road map together is actually now essential because people just get so distracted, and they're not getting to where they need to get to, or it's coming at a cost.

Steph: Yeah, I think so too. I think it's so essential and it's so great that it's so accepted. I'm sure that's got a lot to do with the day and age that we live in. But it seems a good time for me to ask the question. Obviously, you've been in this space for

20 years and I can see from your resume that you've done an incredible amount of training and I just wonder what your thoughts are now on what the space looks like in that sort of life coaching area and the popularity of it in this day and age.

Shannah:

Well yeah, it's interesting. I sort of like to compare it a little bit to personal training. When personal training came in, people said, "Well, why would you need someone to take you for a run when you can go for a run yourself?"

I always thought, "If I run myself, I've got my own hint that I'm working with." When I have trainer next to me, I'm going to run faster. I'm going to get the education I need on how to breathe better and move my body better, and I'm going to set better goals they're going to encourage me.

So I'm going to catapult my result to a whole new level than if I could do it on my own. And coaching's quite similar. So it's a little bit like personal trainers. You've got to shop around and find someone that you are inspired by and someone who you connect with, and someone who's already doing what you want to be doing.

The first 10 years of my coaching career, I always had a life coach for myself because I always wanted to know what it felt like to be on the other side of the phone or on the other side of that conversation or that table. To really upskill myself. So I'd get a speaking life coach and I'd get one who was into NLP. Then I'd get some really tough ones and some really soft ones. Just to experience that your coach is an individual who's trained, but got an individual style.

So I think it is about shopping around and I think a lot of people probably don't do their homework properly. And they're not checking out the coach. Looking at the coach's education. And maybe just having a great phone call with a coach to really understand, "Can that person help me?"

Steph:

Yeah, I think it's a relationship like anything. It's the same that we share in the nutrition space. I think that I'm the right nutritionist for some people, and I'm not going to be the right nutritionist for everybody. Same with the other practitioners on my team. We really try and for want of a better word, qualify our potential clients, so they're with the right person for them. I'm sure you've seen that along your journey with yeah, building those relationships with your clients and those that probably are more long-term clients of yours.

Shannah:

Absolutely. I've been coaching some CEOs of companies for 10 years and I'm part of their strategic team. Then I've got the stay at home moms who... We're really strategizing about how to make them feel fulfilled and they've got their dreams that they want to achieve. It doesn't matter who you are. If you're ready for that support and that education, the inspiration, the motivation, and the strategy, it's wonderful. And I'm sure you have it with your nutrition, is some people are really committed, and they're going to listen to every word you say,

and they're going to get great results. Some people sort of only half committed, but they feel good by coming to see you. So it's sort of you'll get different results.

But ultimately, it is a relationship. And that relationship has to be inspiring for both parties. Because it's also not great being a practitioner working with someone who really not committed at all because it's actually quite draining. So as we go along, we really do become good at working out if it's a good fit.

As a practitioner, you'll be saying, "No, I'm not the right person for you." And I'll be saying to my client, "I'm not the right person for you because I'm really clear about strategy and direction and purpose and a life plan," and that's why I wrote the book *The Life Plan* is I think every human should have a life plan running. It's their roadmap for life. It gives our brains something to really look forward to, to understand and to have that motivation to keep growing and evolving and flourishing. Without the plan, you're just sort of treading water.

Steph: Yeah, right. That's fascinating. So that's obviously a big part of what you would do in your coaching sessions, so I'd just love for you to kind of outline a little bit more about how it would work and I guess, what sort of work you do with your clients within those mentoring sessions?

Shannah: Yeah, well we always start with who are you and what's the most important thing to you in your life. And a lot of people aren't quite sure. They haven't asked themselves that question for a long time.

So it's going back to the basics and building from the bottom and building a person up and redesigning their life. Re-evaluating everything from the last time you did it in Year Nine careers counselling.

Steph: Yes. That's really good.

Shannah: So it's really good. Let's just redo everything so that you can launch forward knowing that you're a bigger, better person. Just because you're in this job, and you fell into this job and you just followed your nose, doesn't mean it's right.

So we really do start from a blank piece of paper, and we always start with your values. A lot of people know their company values that they work with, which is a beautiful framework for them to go and make decisions and do marketing for, et cetera. But if you're the asset, what are your own values? What sits in your belly? So we always go into that as my first point of call, even with an elite athlete. They've got to go into their values, which they're the base of your emotional intelligence. They're the gateway to your authentic self. And they're what sits in the bottom of your belly as your decision making tool for the rest of your life. So if you don't know your values, then how do you know if you're making the right decision for yourself?

You don't have the ability to say no, if you don't know why you're saying no. For example, my number one is health, obviously. Health is not, "Do I feel great every day?" it is about what am I consciously doing to support the value of health, which is mental, physical, emotional, and spiritual.

Second one for me is family happiness. And that doesn't mean, "Is my family happy?" Because I've got a couple of teenagers, so that does not happen all the time. But what that means is, am I showing up being the best wife I can be? Am I fun? Am I inspiring? Because that's what was walking down the aisle 16 years ago. Am I still being that amazing person? Because if I'm not, that's my responsibility. And am I showing up being a warm and nurturing mum? Because that's my job. Am I showing up being the best, most inspiring, educated coach that I can possibly be with my biggest listening ears on? Am I being a warm and authentic friend to my friends? So that's my second job. I need to really look at, am I really overcommitting? If I keep saying yes to everything, I can't be that person. So it allows me to say no.

The third one for me is achievement because I am the achievement junky. I'm the list ticker like no tomorrow, and I keep putting more things on my list and I love it and it excites me. Yes, write another book, and yes, do another talk, and go and do a TED Talk, and do this and do that. That sort of stuff comes easy for me and I like it because it's big achievement in my brain.

But me preparing my food the night before, so I eat correctly. And me educating myself on nutrition, which is how I get to meet you, which is fantastic. I have to value that that's just a big an achievement as writing a book. Me being able to meditate every day and do gratitude and journaling, I have to value them as just as important on my to-do list. So I actually have to put them on my to-do list, like prepare food. Because without doing all of that, I can't go and write the books and get on stages every week, and speak to a thousand people here or a thousand people there if I haven't done that base work, if you know what I mean.

So when you can see that I've got three values that sit in the pot, when opportunities come towards me, it's very easy. Is it going to add to my health, my family, and my sense of achievement? Or is it actually going to take away? Because if it's going to take away, my answer's very clearly no. I'm a really good JOMO now, joy of missing out. So I'm really good at saying no to protect the asset. Because the cost is too great. So I won't go to that party, so I won't go to the footy club every Friday night. No, it does not add.

Also, it allows you to say no to some work. Sometimes I would get really great opportunities with work to go and speak at a big conference, et cetera. But if I've already done a few that week, it actually takes my health away. It really depletes me. So sometimes I actually find myself saying no because I'm like, "This is going to tip my family over. Or my kids aren't going to be happy if I go again. Is it really worth it just for that extra bit of money? Not really." So it's very easy to say no and to protect. I have to protect my energy because when you

live with chronic fatigue, it's all about energy exchange. So it's easy then for me to say no.

Steph:

It is. But I think that you've obviously learnt that skill over time. I just want to sort of pull apart some of the key points. I mean, it's all incredible, but I love that you actually put the jobs like preparing food on your list, because I know firsthand how important it is to eat well, but it's not everyone else's priority.

I think what you've done a great job of is acknowledging the significant of that to the flow-on effect as to how you live the rest of your life. Rather than it just being like, "It's so annoying to make that frittata on a Sunday," you've been able to extrapolate the benefits of that to other areas of yours that are super important like your productivity or like you said, the way you show up for your family.

I just think it's a really important point because you can't do anything if you're not filling up your own cup and if you're not fuelling your body with the right fuel. So I think for those that do like the lists, that are that way driven, that's a really good way to approach it. Treat it like another appointment like you would with your personal trainer. Your food prep is just as important.

Shannah:

Absolutely. And my supplementation. So the reason I keep coming to see people like you and the naturopath and the acupuncturist, et cetera, is because they're the nonnegotiables. They're the foundation that's like, "I want to take my car out, but I forgot to put petrol in." You're not going to have a great ride. And if I want my car to run like a Ferrari, not like an old beat up Datsun 120Y from the old days, I need to put the right stuff in. To put the right stuff in, I have to carve out some time to not only shop, but prepare it properly, but to want to keep educating myself about it because there's so much in food now as it's changed as you know, that it's not sitting the same as it might've 10 years ago.

So I think it's really important for people to understand that high achievers put so much time and effort into their nutrition and their education and to seeing people like yourself, to get a plan. So I've got a plan for winter for my food. The soups, the broths, my supplements for the winter so that I can keep being the best possible version of myself. That's self-care. It's not selfish, it's self-care. Because you care about the asset. Because you want to show up for your friends and your family and everything else, it all comes down to we are what we eat at the end of the day, and how important that nutrition is.

With the coaching, we start with values and it's a really important part. Then we go, "Let's get rid of the drainers." So all of the things so I don't bring into the home the food that's not going to fuel the Ferrari. There's no point in me bringing the food in and then tempting myself, et cetera. So our pantry... My kids always say, "Why does our pantry look so boring compared to everybody else's?" And my kids do a lot of sport, and I think my job is number one, to feed them correctly, and number two is to protect their sleep. So there's no technology in bedrooms.

It's just simplifying life so that you can be the best of yourself. For all of your listeners, it's about what are the simple things that you need to do that have the biggest impact? Food has a very big impact, and I think it really should be top of the list.

So we look at the drainers and we get rid of some of the drainers. Then we go into what's your vision. We do a 20 year plan, which sounds crazy. So mine goes to when I'm 70 and I work backwards. What would my 70-year-old self be saying to me today? What should I be eating today to support my 70-year-old self? What movements should I be doing today to support my 70-year-old self? If I want to be tying my shoelaces and doing headstands at 70, I need to be doing headstands today. So I need to be going to yoga today. Not starting at 70.

What supplements do I need to make sure that my older body is in its best state possible. So taking some time to put nutrition into your goals mix is nonnegotiable for longevity. Because without our health, we won't be doing all the hobbies and traveling around and hiking around the world, if we haven't protected the asset. If you know what I mean.

Steph:

Yeah, I do and I 100% agree. I think for some of our listeners, it will be a matter of preaching to the choir as the saying goes, but for a lot of people it will be, I think, quite a reality check that that's what missing from their life.

I know you're really big on the foundations, and that's what I do. I spend a lot of time, especially when I first start working with someone, looking for what foundations they're not doing and building that foundation because as I always say, "You don't build a house from the roof." I think it's probably the same in your area of work.

Shannah:

Exactly the same. Then we break it down to where do you want to be in three years' time. If you just write your age down in 3 years' time, or you think about it now, how old you'll be in three years' time, yeah, could be just wonderful. And we do it with a smile on our face and we say, "Okay, my three year older self, what foundations do I need to tweak now that will have the biggest impact?" So just what's one vital change in my diet that I can make that'd have a big impact? What's one vital change that I could make in the way that I set up my day that would have the biggest impact? What's one change I could make in my movement that would have the biggest impact if I did it for three years?

Learning to breathe properly, for me, was enormous because the art of breath is directly connected to your nervous system, which dictates how I feel. So breathing and meditation became really big.

The having an anti-inflammatory diet has become really big because that just fuels chronic fatigue. Really learning about that with people like yourself. It doesn't matter how much knowledge we have, as you said, we're preaching to the choir, I still keep listening. Because we need to hear it over and over and

over again because we keep getting distracted. So even the people that are really into nutrition and have great knowledge that you already work with, the more that they keep hearing it, the more they keep tweaking their own life even by 1% at a time. It has a really big impact over time.

Steph:

Absolutely. No, I think that's a really great point. Hopefully, we never stop learning. I think that's something that should always be a part of the goal set because things change, not to mention we can get distracted, especially I think in this day and age. The Real Food Movement has been incredible, but we've kind of become a bit of a magic pill society. If there was a magic pill, I would share it. I wouldn't keep it to myself, there isn't one.

So it's just being reminded of those foundations. I'd love to hear from you about back around to the values conversation, do you think that's often a missing piece of the puzzle for someone that might be struggling with their health goals, whether it is eating an anti-inflammatory diet or being able to achieve some of the goals that they have set for themselves?

Shannah:

Yeah, I think there's a few things that people are missing. One's values because you've never been taught them at school. If we were taught things at school, it would be much easier than maybe some of the things that we had to learn about what are the real life practical life skills that we really need to learn. That's why I wrote my book and put them all in there.

But I think values is really important because it just strips everything back to the nonnegotiables about your health and your wellbeing. And I think habits is really important too because we generally get habits from people around us. Your life is a series of habits. And it's a routine practice like brushing your teeth. So if you want to take apple cider vinegar for the rest of your life, it has to be on the kitchen bench so that as you're setting the table, you have your tablespoon with a glass of water. And unless we set it up like brushing your teeth, we tend to try things and feel good and then stop doing them.

I will work with a nutritionist for the rest of my life. And I will work with a naturopath for the rest of my life. Because ages and stages, we keep changing. As our body changes, so will what our body needs change. So if we're not constantly checking in, even once a quarter, like a quarterly... I go, "For the next three months, this is what I need to eat. This is what I need to take. This is how I need to move my body," and I keep tweaking it. Then we keep getting sharper and sharper and more in tune with ourself.

Part of that is, that's my habit. When we really look at our habits and remove the exposure to the bad ones, and the most effective way to create new good habits is to join a culture or find people who are like-minded, because you become the same. So if I want to go to yoga, I've got yoga friends because they keep saying to me, "Let's keep going." So you become your habit, if that makes sense.

For all the people with nutrition, it's about constantly being in a culture and an environment where nutrition's really important to the people you're around because that keeps helping you grow in that area. Instead of hanging out with people that have no interest in nutrition or respect of it.

So habits is a really important part too, that we're not taught at school, so we don't really understand how they work and how to habit stack, which means building habits upon other habits. For me, I got my apple cider vinegar in the bathroom. So I get up and I exercise and when I get back out of my shower, I've got apple cider vinegar on the bench there in a glass. I can do some oil pulling in the shower. It's all sort of lined up so it's a habit. Whereas I think a lot of people forget that if it's not structured correctly, it falls over really quickly.

As soon as life gets in the way, you stop preparing your food. So Sunday afternoon for me, mostly on a Sunday, that's when I'm making the soups and chopping the veggies and preparing meals, so I start the week on my best foot forward.

Steph: Yeah, I completely agree. I think it is forming a habit. I always use the teeth brushing analogy. I say to my clients like, "Why do you brush your teeth before bed every night?" You practice that from a very young age, day in day out, that now it occurs subconsciously. I believe that we can do anything daily with enough practice. Like you have set up the habits, it then becomes something that you do every day without fail because of the practice of that habit in the first instance.

Shannah: Yeah, and you need to be connected to the habit. We brush our teeth because we don't want our teeth to turn brown and fall out. So I want to have the apple cider vinegar to make sure that the right acid mix is in my stomach, so I can digest food better and get more energy from food. So for me, it's about energy. How can I get the most energy out of what I'm putting in my mouth? And when you connect it to why you're doing it, then it's much easier to do it.

Steph: Yeah, for sure. Tell me more about this book you've been mentioning. I haven't read it yet, but I'd love for you to share a little bit more about yeah, some of your work.

Shannah: Yeah, so I wrote The Life Plan because I felt number one, we're not taught it at school, number two, all the self-help books are so boring to pick up because you open them and you have to read 600 pages on habits. I get to page 200 and I'll think, "I can't read anymore about habits." So I wanted it to be like a cookbook for life skills. My brief to Penguin was I want the Donna Hay, beautiful looking cookbook, but I want it to be life and wellness skills to support people for the rest of their life that they wouldn't put in the cupboard. It was so beautiful, they have to keep it out. So we got an incredible photographer to come in, and we have produced the most beautiful book. It's called The Life Plan. It's in all kikki.K stores, and it's online and at Dymocks, et cetera. But kikki.K have been the biggest supporter and they want to get it to all young women, especially.

Shannah: But it really is a tapas menu of life and wellness skills. You can open the chapter and it'll take you on a whole journey of your life and how to build a life plan. And go through what are the fundamental, nonnegotiable skills that we need to master for the rest of our life.

Steph: Wow, that sounds so incredible. I can't wait to check it out, and will obviously put links in the show notes for those that want to learn more. Now, tell me, I'd love to hear a little bit more about what you do in your life coaching sessions, beyond what you've already shared with us around goals and habits?

Shannah: Yeah, we do a lot on time management, and how you manage your time effectively, so you get the results that you want. There's a lot of strategy and structure there. We talk about responsibility versus blame, we talk about commitment versus trying, and we talk about money and relationships. We go through your entire life, basically, and we always end with a big vision piece about, so where are we driving to? Where's the roadmap? What does it look like? A lot of people, we end up doing a big vision board, actually, which I get really excited about, because I like visual.

And so, on the vision board is who you want to be, the feelings that you want, the words that are important to you, your values are up there, so you see them every single day, but on my vision board too is actually nutrition, because I think that is such a big part of the mix. We can have your holiday, and your car, and relationship, and kids, and all these wonderful things up there, but at the foundation of that is actually your nutrition. I've got the kind of food up there that I really need to be focusing on, so when I go to make a choice, I can see it. It's already implanted in my brain, so when I'm out at a restaurant, or out shopping, I can see. I've got a visual of all the kinds of foods that work for me, and it's much easier for me to make great choices, because I have a visual, if that makes sense?

Steph: It does. I think that's another missing piece. Again, all the strategies you've spoken about, the very easy to get in the business of life whereas if there's that daily reminder, especially not having to go like through your phone, or through an email, or back into social media, and the distractions that we all face with each day, I think yeah, being able to say that every day is such a beautiful reminder of what your priorities are, and helping you to shape your decisions around those values.

Shannah: Absolutely, because when we write things down, and we put them on the phone, or whatever, we're not seeing them all the time, and it doesn't look pretty, it just looks like a checklist. The brain is actually not truly inspired, because it hasn't got a great visual. When we create a great visual, it's really easy to get excited. When you've got your smoothies up there, and your broths, and my green things everywhere. I keep going green, green, more green, and it's just easy, because it's already implanted in the brain, if that makes sense? And, around that, and the goals, and the people doing the head stands, and all the things that excite me.

There's also a picture up there of a lady with no teeth, an old Greek lady with a basket of tomatoes, which is really funny, and you can probably visual. She's laughing, her face is full of wrinkles, and she reminds me to keep my life simple, and not to take it too seriously that it becomes stressful. There's a point where we can get really inspired, and motivated, and committed, that it becomes toxic as well. We need to remember that 90/10, 80/20 type rule where I go, "Well, sometimes, you know, it's just not going to be perfect. It's not all going to work out exactly how I wanted it to be."

I think vision boards are amazing, and I've just got a big old cork board from Officeworks, and every time I see a picture I love, I put it up there, and the whole story has been created for my brain, a whole roadmap. It's sort of like, we're going to drive from Melbourne to Sydney, and I have put up a list of all the sites along the way, as well as the Sydney Harbour Bridge. My brain is already excited, and looking for them, and dreaming about them, and being inspired by them, because I can see them. Whereas if I just said Melbourne to Sydney and you did not none of that work. It's sort of just gets puts in the drawer. It doesn't mean anything. We're not connected to it.

Steph: Yeah, I love it, so cool. Tell me more about your online home, and where our listeners can learn more about not only The Life Plan, your incredible book, but more about the work that you do, and I know you do face to face, but also seminars. I'd love to hear more about that.

Shannah: Yeah, so it's shanakennedy.com is my website, and my main business is one on one coaching, because that's my passion, and I love it, and I've been doing it for 20 years, and I feel like I'm just beginning. I love it so much. That's the main core where I coach people all over the world, so if they don't live in Bayside, a lot of it is done via phone, which is so wonderful, and we have unlimited emailing in between to support the journey, and then, there's the seminars, which, we just spoke at Superbloom. I have another business with another coach, and we're called The Essentialist's, and we do a lot of corporate training on health, and wellness, and run a masterclass in there.

And then, there's the books, there's The Life Plan, which is my baby, I love it. I think it's really informative, and it helps you create your own life plan, and then, I've written three other books, which are full of skills, which is Chaos To Come, Shine and Restore. Restore has just come out, and that's about self care rituals to reclaim your energy, because we've forgotten all of the little things that we do that make us feel great, and refuel us.

Some are food related, but a lot are not, learning how to breathe, and having the rituals of lighting a candle, or planning your holiday, or drawing something. All of those ideas are in there to reignite the brain, and give it some energy, which is really great, and Instagram it's just Shana Kennedy.

Steph: Incredible, I can't wait to check out more. I have seen that your book Restore. I think that's another one on my list. I've got lots of books I want to read, but

again, I'll put all the details in the show notes for those tuning in. Thank you for your time today Shannah. It was so great to have you on the show.

Shannah: Wonderful to share, and to chat to you, and I think nutrition for me personally is, for the rest of my life, it's going to keep changing with ages and stages. I think really having a nutritionist as part of my team is non-negotiable for me being able to be the best version in every decade of my life.

Steph: I love that, I absolutely love that you check in quarterly. The Life Plan is so important.

Shannah: Yeah, wonderful. Thanks for having me today.

Steph: Thanks again.