

MORNING ROUTINE

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Morning Routine

Start each day with a clear mind, with focus and with purpose. Create a simple routine to attack each day with structure and positivity.

Our morning routine sets us up. It can set us up for a day of focus, discipline and positivity or a day of procrastination, distraction and low mood.

We show you how to start the day with clarity and focus to make this coaching process simple.

How we do this?

We have a 3 step morning routine for you to apply each day.

Hydrate and reset - limit early caffeine and rehydrate

We all know being well hydrated, but it's still underrated when it comes to our actions. We work on this and also on optimising caffeine intake to help improve results and manage cortisol levels.

Focus mind with tech blackout and breathing techniques

Creating a positive and focussed mindset to make overcoming obstacles simple and create positive decision making ability. We walk you through it, step by step.

Build toughness and immunity

We use cold exposure to help build toughness and enhance the immune system. Whilst this is an optional step it is an area where you can see and feel big benefits rapidly.





Caffeine later

Timing your coffee fix

What's the first thing you do when you wake up?
And what is the first thing you drink?

For a lot of people the day starts with a punch of social media scrolling and big caffeine hit.

But it turns out the best time to drink coffee might not be first thing in the morning.

You are much better off waiting for an hour after you wake up to get your first hit

In the hour after you wake up, your body's production of cortisol is at one of its three daily peaks, according to researchers who published a small clinical study. We think of cortisol as the "stress hormone" because it's secreted in higher amounts when feeling strain or tension from circumstances we perceive as demanding.

But another way of thinking of cortisol is as the "alertness hormone," because the reason our bodies produce more cortisol when we're under stress is that it increases alertness, which supports our "fight or flight" response when we're faced with stressful situations.

Why you should wait

Consuming caffeine while our bodies are already at peak cortisol-production impacts the production.

Not only does this undermine the effect of the caffeine, it also works against cortisol's alertness effect. Perhaps even worse, it may contribute to developing a tolerance for coffee (meaning that it takes more and more just to get to the same place—yikes)!

So to get the most from your morning routine and coffee, try to wait an hour after waking to brew that first cup.

Hydration

Dehydration can have a noticeable effect on your performance if you lose as little as 2% of your body's water content. But it isn't uncommon for athletes to lose as much as 6–10% of their water weight via sweat (1Trusted Source, 2Trusted Source).

This impacts temperature control, reduces motivation, and increases fatigue. It can also make exercise feel much harder, both physically and mentally (3).

Optimal hydration has been shown to prevent this from happening, and it may even reduce the oxidative stress that occurs during high intensity exercise. This isn't surprising when you consider that muscle is about 80% water (4Trusted Source, 5Trusted Source).

A similar study in young men found that fluid loss of 1.6% was detrimental to working memory and increased feelings of anxiety and fatigue (7).

Drinking plenty of water will also help people to lose weight.

Why? Water boosts satiety and boosts your metabolic rate.

A 2013 study in 50 young women with overweight demonstrated that drinking an additional 16.9 ounces (500 mL) of water 3 times per day before meals for 8 weeks led to significant reductions in body weight and body fat compared with their pre-study measurements (27Trusted Source).

Deep breathing techniques

Using techniques to boost energy, increase immune function and focus the mind.

The process consists of a period where clients hyperventilate for an average of 30 breaths. Subsequently, the subjects exhaled and held their breath for 2–3 min ("retention phase"). The duration of breath retention was entirely at the discretion of the subject himself. Breath retention was followed by a deep inhalation breath, that was held for 10 s. Subsequently a new cycle of hyper/hypoventilation began.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4034215/>

Cold exposure

Cold therapy is not a new invention; it is among man's earliest medical treatments. The Edwin Smith Papyrus (3500 BC), the most ancient medical text, repeatedly mentioned cold therapy [1].

However, until the late 1980s, cold exposure remained relatively unappreciated by modern, allopathic medicine [1].

More recently, cold therapy has been increasingly used to prevent or mitigate various types of neurologic injury [2].

Even so, the numerous benefits of cold therapy remain relatively hidden and untapped. Hopefully, this article will give you an insight into how you can leverage cold exposure to optimize your health and performance.

Benefits of Cold Exposure

This post doesn't suggest rapid immersion into cold water - this can cause cold shock response [3].

1) Aids Fat Burning

Humans have stores of active brown fat tissue (BAT). Unlike white fat, which stores energy and comprises most body fat, brown fat is active in burning calories and using energy [4].

BAT can essentially turn calories from food into heat [5, 6].

Indeed, studies show that cold exposure increases BAT activity which leads to increased calorie expenditure. Researchers concluded that frequent cold exposures might be an acceptable and economical complementary approach to address the current obesity epidemic [7].

According to preliminary research, a lack of BAT has been linked with obesity [8].

Cold exposure increases shivering and nonshivering thermogenesis. These processes increase calorie expenditure [9].

Exposure to cold temperatures leads to increased levels of adiponectin, a protein that increases fat burning. Low levels of adiponectin are associated with obesity [10, 11, 12].

In one study, subjects who were exposed to cold stress had an 80% increase in their metabolism over "warm"



What we track.

How we measure this

Score 1-5 each section

Weekly total = score

Caffeine later



Hydration



Deep breathing techniques



Cold exposure



SCORE TOTAL