

From F\*d  
**UP**  
2 Fired  
**UP**

Regain Control , Clarity and  
Balance in Business and Life  
through **Self-Leadership.**


*Dedicated to all men, who are on their journey home. To live in freedom.*

✕ Rise and Shine ✕


## From F\*d Up to Fired Up

The ultimate guide to regain control, clarity and balance in business and life. Respond strategically to life's challenges by utilizing authentic self-leadership.

**If you make the effort** to engage with this guide, a top-performer like yourself will ...

 **Face your facts.** Embrace the reality of your situation. By taking the **fact-check self-assessment** you embrace the first step to initiate changes. Otherwise, you will continue to live in fairy tale land. Fooling yourself.

 Learn about the **4 pillars for a balanced life of top-performance.**

 Learn what nobody taught you in business school or university: Two ultimate **hacks to regain control** when physical and emotional overload are present. In business or in your private life.

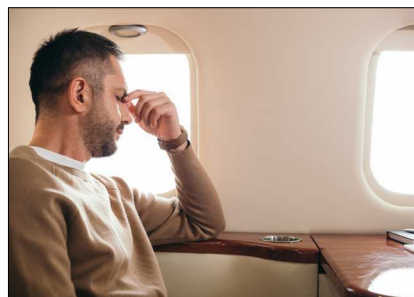
## Let's start with the facts.

**You are hitting the invisible wall. One way or another.**

Either you feel it with every fiber of your body or you have a sense that something is completely out of balance in your life, but you cannot pin it down (yet).

This is not coming out of nowhere but has been in the making for a long time.

Your doctor might have given you a diagnosis that has led your house of cards to collapse as you cannot ignore the symptoms anymore that your body has been sending you already for a long time. Or your wife might have finally filed for divorce after threatening you with it for years. You might not be too unhappy about that as you feel that she was generally not too interested in who you truly are but rather your credit card or status. Or you might have burned down your own business, the latest project or your career without being consciously aware of it. Your day does simply not have enough hours. Your life feels like a roller coaster ride that almost never stands still. You cannot even recall when you had a quiet moment for yourself. Sounds familiar?





**I get it.  
I have  
been  
there.**

My 24/7 hustling life had started way earlier than I imagined. Back in the day, when I was still in school. I have been that guy who got bullied. For not wearing the latest clothing. For refusing to »play along«. For rather spending time on my own instead of hanging out with the »cool kids«. The bullying stopped though, when I finally decided to defend myself. When one of the cool kids was trying to have another go at me, I broke his arm instantly. Thereafter the bullying stopped rather quickly. The inner war that was raging inside of me did not. Trying to be somebody I was not. **Hustling 24/7**. Never stopping. Always heading for the next peak of achievement. Making performance the most important variable in my life. To be somebody. To belong. To become one of those »cool kids« during my time in school. So I did. Becoming a private jet Captain at only 26 years old, flying all over the world with high net worth clients. Gaining valuable insights into the lives of fellow high-performers. Negotiating multimillion dollar collective agreements for the pilots I represented as a pilot union chairman in my early thirties.

At the same time, I refused to give my body the rest it was asking for. Instead I continued flying all over the world to meet with fellow industry leaders. On top of that I was spending every free minute running ultra marathons like there was no tomorrow. Surprise, I was also bullied in school for being unsporty. So I kept training and running like a maniac while being available almost 24/7 as a union representative.

Solely focussing on work, training and sporting competitions came with consequences. Everything else had to give and I fucked up the relationship with the love of my life. Simply not being present. At the same time my body began to hand me the bill for years of ultra-running and ultra-working without even considering rest and recovery. And still, I was surprised when my house of cards collapsed.

It took me years to ultimately figure out what had happened. Accepting the ugly mess I had created in my life and taking the steps to rebuild it in meaningful ways. Based on the foundation of my authentic self. This might sound poetic but it is far from it. To live from and express your authentic self while facing all your bullshit is not an easy ride to start with.

When I entered the period of what some might call the »**dark night of the soul**«, I had no clue about any of these principles. In hindsight, my first action to get out of my self-created mess was pretty smart: **I asked for help**. Receiving support



from people who I knew had gone through a similar path in their lives. The words I got to hear stuck with me: **Disconnect to reconnect**. So off I went to spend a significant amount of time in **monasteries**. In **wild nature**. In **silence**. **Confronting myself with myself**. **Disconnecting from the busyness** »out there« and **getting to know what was** »in here«.

Slowly, the night passed and rays of light started to appear. Things started to change. Step by step. Dedicated to self-discovery, self-acceptance and persistence in applying what I was learning. Theory is important but change is all about the execution. Where the rubber meets the road. Taking action against your inner workings. Because taking the necessary action will feel completely wrong and non-appropriate to you. Initially. This will change as long as you are persistent. In my case, many of my key learnings originated from mindfulness and meditation practices in nature as well as in monasteries.

These practices tend to be not the most attractive for successful »hotshots« like us; they appear to be in opposition to the »time is money« mindset. That's why you might encounter a lot of inner resistance when you first try any of them. Again, external support becomes really important to help you stay on track when that happens. Fortunately I was being assisted by mentors who supported me to remain true to my newly discovered path and who held me accountable for my actions or lack thereof.

Progressing steadily, I discovered ways to build a meaningful life without burning everything down. Staying connected with my authentic self. (Re)Building my life based on this newly discovered connection. Creating an environment for my authentic state of being to thrive. **Slowing down to speed up**. Taking a mindful approach to train my body. Running my business based on my own values and beliefs. **Being present** with all relevant relationships in my life. Sounds easy, right? What could possibly go wrong ...? I'm sure you have a sense of what the answer might be ... So let's dive right into it.

After reading the F word so many times, you have a pretty good idea now about my story . Yes , you have guessed it right . Now it's your turn . **Stepping up to your reality . Confronting yourself with yourself . Facing your state of affairs with an honest self-assessment.**

## Fact-Check Self-Assessment

Go ahead and answer the following fact-check questions to get a grip of your current situation. To own your truth! PRINT (there is a reason for doing this on paper and not digitally) the following questions and circle the smiley and the number that correspond to each of your answers.

1. On a scale from 1 (Fucked Up!) to 10 (thriving!), where do you currently stand related to your **BODY?** (Fitness, Health, Energy etc.)



2. On a scale from 1 (fucked up) to 10 (super relaxed), where do you currently stand related to **STRESS?**



3. On a scale from 1 (fucked up fast food addict!) to 10 (healthy, nutritious!), where do you currently stand related to your **NUTRITION?**



4. On a scale from 1 (fucked up!) to 10 (connected!), where do you currently stand related to your **RELATIONSHIPS?** (Marriage/Partnership, intimacy with your partner, relationship with your kids, overall family dynamic etc.)





5. On a scale from 1 (fully applicable) to 10 (not applicable), where do you currently stand related to the following statement: **»Even though I am very successful on the »outside« (business, career, material wealth etc.), I feel empty and frustrated inside.«**



6. On a scale from 1 (fully applicable) to 10 (not applicable), where do you currently stand related to the following statement: **»I feel constantly irritated. It does not take much for me to get angry.«**



7. On a scale from 1 (Not at all) to 10 (a lot!), do you meditate or **practice** another form of **mindfulness**?



### Assess your level of fucked'ness.

The more red smiles you have circled, the more fucked you are. As simple as that. Now, **take your printed assessment and pin it up at a place where you can see it.** Facing your facts! Constantly reminding you about the consequences of doing nothing to change them. Only you know how much more pain you are willing to face before taking action. To steer clear of that iceberg. If you are not on your knees yet, you might have to hit it first to feel the fear. The kind of fear that takes control of your whole being. Right before the dive to the ocean floor begins. With you being locked up on the bridge of your personal Titanic. Forced to take that ride into darkness. Why do I know that?

**\*\*PRINT END\*\***



Because the majority of men coming to work with me, only reach out when their ship has started to violently pitch down. Freedom of choice prevails, and it's solely up to you when you are ready for change. If you feel this time has come for you, ***you can click here to book a strategy call*** with me and together we will take a closer look at your individual situation. Regardless of how painful it might be.

Having said that, let me introduce you to highly effective tools which carry the potential to support you along your path. But only if you apply them to your daily challenges. Just reading about them is not enough.

***Regain Control!*** Conquer your daily challenges in business and life through proven countermeasures. Handle emotional overwhelm and impulsive reactions.

***Priming*** is a powerful tool which activates your body's metabolism to deal with emotional overwhelm.

## Meet your inner fucker

There is a part inside of you that is **designed to drag you down**. To make you feel weak. This part, which I lovingly call »the fucker«, has a lot of powerful weapons at his disposal to keep you in a state of misery. To fuck you up!

Utilizing powerful emotions such as anger, sadness, fear, guilt, shame. Flooding your body with hormones that make you feel tired, depressed, exhausted.

**The fucker is a master in lowering your energetic state.** Pulling you into an **emotional storm**. In this state you are more likely to sedate and distract yourself with alcohol, food, binge watching, social media, sex. You name it! In your attempt to avoid feeling unpleasant feelings. »Happy by distraction« is a nicer way of putting it. Unfortunately, eating crap, drinking alcohol or binge-watching your favorite series does not give you lasting happiness but only accelerates the downward spiral. Although distraction might make you feel better temporarily, it will fuck you up harder in the long run.





Even though you know that insanity is doing the same thing over and over again while expecting different results, you will be tempted to repeat the distraction cycle to kill the pain. Do not fall for it! Do not fall for the bullshit distraction game and invest into the real deal to break the fucker right at the get go.

So here is a powerful, yet simple, way to break the cycle of misery, orchestrated by the fucker: **MOVE YOUR BODY** to **BREAK A SWEAT**. Say what?

It's as simple as that! You can do a couple of pushups or sit ups. You can go for a run. A swim. A fast walk. A bike ride. A gym workout. Your only goal is to break a sweat! By moving your body and breaking a sweat, you are **counteracting the fucker on the physical level** as you are opening your body's pharmaceutical treasure box. When you break a sweat, the body releases its very own **»pharmacy of mastery«**.

**Endorphins**, also known as »feel good« hormones, do not only boost your mood but also help to reduce feelings of stress and anxiety by acting like a natural pain reliever. These endorphins activate the same parts of the brain like morphine. That's powerful stuff right there. No wonder, these hormones are playing a vital role in the famous »runners high« too.



**Dopamine** is actually not a hormone, but a neurotransmitter. It regulates heart function, happiness, and the way pain is processed by the body. It's also connected to feelings of pleasure, reward, and motivation. Dopamine leads to feeling motivated, focused, and happy.

**Serotonin** also belongs to the family of neurotransmitters. It regulates overall mood, digestion, and sleep. Low levels of serotonin have been connected to being a potential cause for depression. So generating it by breaking a sweat is certainly a good thing to do.

**Expert Hack:** If you are »breaking a sweat« surrounded by nature, even better. Spending time in forests, also known as »forest bathing«, have beneficial effects on your immune system as well as your mood.



**Invisible Alternative:**  
**Boxed Breathing** – Stop reacting. Start responding.

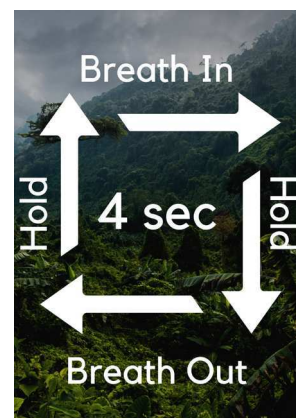
Depending on the situation, there is not always the option to kick off sweat generating priming action. That's the advantage of boxed breathing as it can be done anytime, anywhere. This method is employed by high performance teams like the Navy SEALs to control the fight or flight activation and to retain strategic consciousness in challenging situations. Being able to strategically respond instead of reacting blindly.

By taking slow conscious breaths, you are bringing your strategic thinking brain, the prefrontal cortex, back online. This way, you can make strategic decisions instead of being blindly pushed into an action that you will regret later.

Personally, I utilized boxed breathing regularly during negotiations when I was verbally attacked by the opposition. Nobody noticed anything while boxed breathing moved me out of the state of emotional reactivity while reactivating the strategic capabilities of my mind to counter the attack successfully. Here is how you do it:

- / Breathe out slowly, releasing all the air from your lungs.
- / Inhale through your nose as you slowly count to four in your mind. Be conscious of how the air flows through your nostrils into your lungs.
- / Hold your breath for a count of four seconds.
- / Then exhale deeply for another four seconds.
- / Hold your breath again for a count of four.
- / Repeat for three to four rounds.

In times of stress, your sympathetic nervous system is on high alert. Boxed breathing can help you to move out of the freeze, fight-or-flight state by activating the counterpart – the parasympathetic nervous system. You can apply this technique any time you feel threatened, angry or afraid. This can also be applied in business/work related settings where freezing up or running away is not an option. Knowing how to apply boxed breathing will give you an invisible advantage to stay in control and to respond (not react!) to any given situation in a strategic manner.





**A systematic approach from f\*d up to being on fire.  
Living a powerful life fuelled by your state of being.**

Obviously Priming and Boxed Breathing will provide you with powerful leverage in a variety of emotionally challenging situations. I wish I could guarantee you that these tools alone will get you where you want to go. But that would be a lie.

Because I know from my own journey that the real power resides in designing your life based on **4 pillars: Being, Body, Belonging, Becoming**. Living life inside out instead of allowing outer circumstances to be your primary guiding forces.

**Being** The inner state that drives everything else.

Interestingly the majority of men place their focus almost exclusively on their work.

It usually starts with rushing through the various layers of education. Completing university as fast as possible to embark on the money-making-game. Once hired or having started one's own business, the constant hustle begins. Targeting the next project or promotion. Climbing that career ladder as fast as possible. Increasing the revenue to the next level. Getting more investors on board. Outperforming the competition. Growing the business as fast as possible. Getting that IPO done and dusted. Eventually securing a management buyout. Then it happens. Emptiness together with the most dreaded question hits hard: »What's next?!« Realizing that you have climbed a mountain that was never yours to climb. Fuck!

Who set you out on that path? You cannot even remember. Your soul knows. But you never fucking listened. Instead you kept yourself sedated and distracted. With work. Alcohol. Food. Sex. You name it. The kinda shit that's happening to weak men without purpose.

That's why the pillar of Being is the most important one to work on first.

Setting the foundation. Aligning that inner compass. Opening up the pathway for a never ending source of energy to flow. That's right. When your state of being is aligned, you will have an unlimited pathway to power. **Being drives everything**. Your motivation to workout. Your willingness to go the extra mile in terms of nutrition. A powerful being would never allow its body to become weak and rusty.



It would never fuel its body with junk risking health issues to appear. Your being also powers your readiness to make time to be with your spouse, your family, your friends. Your being drives you forward to **creating the legacy** you are destined to leave behind. To continue your mission once you are long gone. A powerful being comes together with **accepting and embracing who you truly are**.

Never neglecting your authentic self for anything or anybody. To work on one's being is not a simple quick fix. It goes way beyond the usual training of one's mindset. Many men are not ready for that. Are you?

### **Body** A strong mind lives in a strong body.

Driven by your powerful state of being, you will leave no doubt that **your body becomes your fortress**. Making health issues a thing of the past. Providing you with a strong, flexible, enduring vessel. Because nothing less is required to carry you through an authentic life of purpose. In practical terms, this pillar deals with exercise, mobility, endurance, nutrition, sleep, rest and recovery.

### **Belonging** Being present in all your relationships.

Belonging deals with all relationships in your life. From your spouse to your children, your extended family, your colleagues, your friends as well as your ancestors. The latter are usually neglected while one is wondering why specific patterns continue to show up in daily life. Relationships require not only specific communication skills but also emotional intelligence and empathy. Again, in order to sense and communicate, you need to be centered in your being. Otherwise you will only communicate from your role or position and not your authentic self. Once that shift happens you will see your relationships thrive on a whole new level.

### **Becoming** Your legacy

What do you want to leave behind? What skills do you need to achieve that? Which role does your business, your career play to create that legacy? You have the power to write your own story. **Do not waste your time living a lie**. Do not waste your time living someone else's life. You see, becoming also covers what you do for a living. Have you noticed though, that it comes way further down the line in terms of prioritization?

Without a foundation, grounded in your true state of being, you only keep on climbing the wrong mountains. You will make money. Sure. Meaningless money. Paid for with your blood, sweat and tears. That's exhausting. Sucking precious



energy out of you. Creating a true legacy will draw energy to you. You might be tired at the end of the day. But you will fall asleep with a smile on your face.

If you can feel a »Hell Yes« burning in your heart, a strong determination to systematically create your legacy, you can directly apply for a spot in the Xtreme Resolve program **by clicking here to book a strategy call.**

## There are no shortcuts to unfuck yourself!

Every single one of these pillars matters. Becoming the best man you can be requires consistency, hard work and dedication.

To get out of the endless grind of meaningless, soul sucking, non-purpose driven performance. To stand up for your values, your beliefs. For who you truly are!

If you have no clue what I am talking about, you are not alone. This is the status quo for many men nowadays who just want to »fit in«. To be compliant. Being Mr. Nice Guy. To follow the path of least resistance. Men who are desperately trying to »fit in«. To be accepted and successful. To create wealth, have a family, own a home and eventually retire one day and die. But there is a way out ...

If you feel a **»Hell Yes«** burning in your heart, a strong determination to move from F\*d Up to Fired Up, **Self-Leadership Xtreme** awaits.

Of course, you can figure it out by yourself in one way or another. Here's the thing though. It will take time. A lot of time. It took me about 10 years of trial and error to discover and apply the 4 pillar framework to my own life. Today I accompany fellow top-performers to implement it in theirs.



**In closing** Now, these lines have been written by me but are not mine. They have come to me while sitting on a rock in silence.

In a remote valley without mobile coverage on an island off the coast from West Africa. Honoring my authentic self. Being an introverted top-performer. Not giving a fu\*k what others think about me. I'll be judged anyway. So I might as well live life according to my values and beliefs. That includes honoring the importance of spending time alone. In wild places. Away from the hustle and connectivity of modern life.

When you are ready to embrace those lines, you can rest assured that everything you need to regain control, clarity and balance in your life is already within you. It takes only one thought to take inspired action following your instinct. I hope this thought will find its way to your consciousness. Like these lines have found their way to mine.

**Martin Stork – Founder of Xtreme Resolve**

## ***Invictus***

*By William Ernest Henley*

Out of the night that covers me,  
Black as the pit from pole to pole,  
I thank whatever gods may be  
For my unconquerable soul.

In the fell clutch of circumstance  
I have not winced nor cried aloud.  
Under the bludgeonings of chance  
My head is bloody, but unbowed.

Beyond this place of wrath and tears  
Looms but the Horror of the shade,  
And yet the menace of the years  
Finds and shall find me unafraid.

It matters not how strait the gate,  
How charged with punishments the scroll,

...

***I am the master of my fate,  
I am the captain of my soul.***