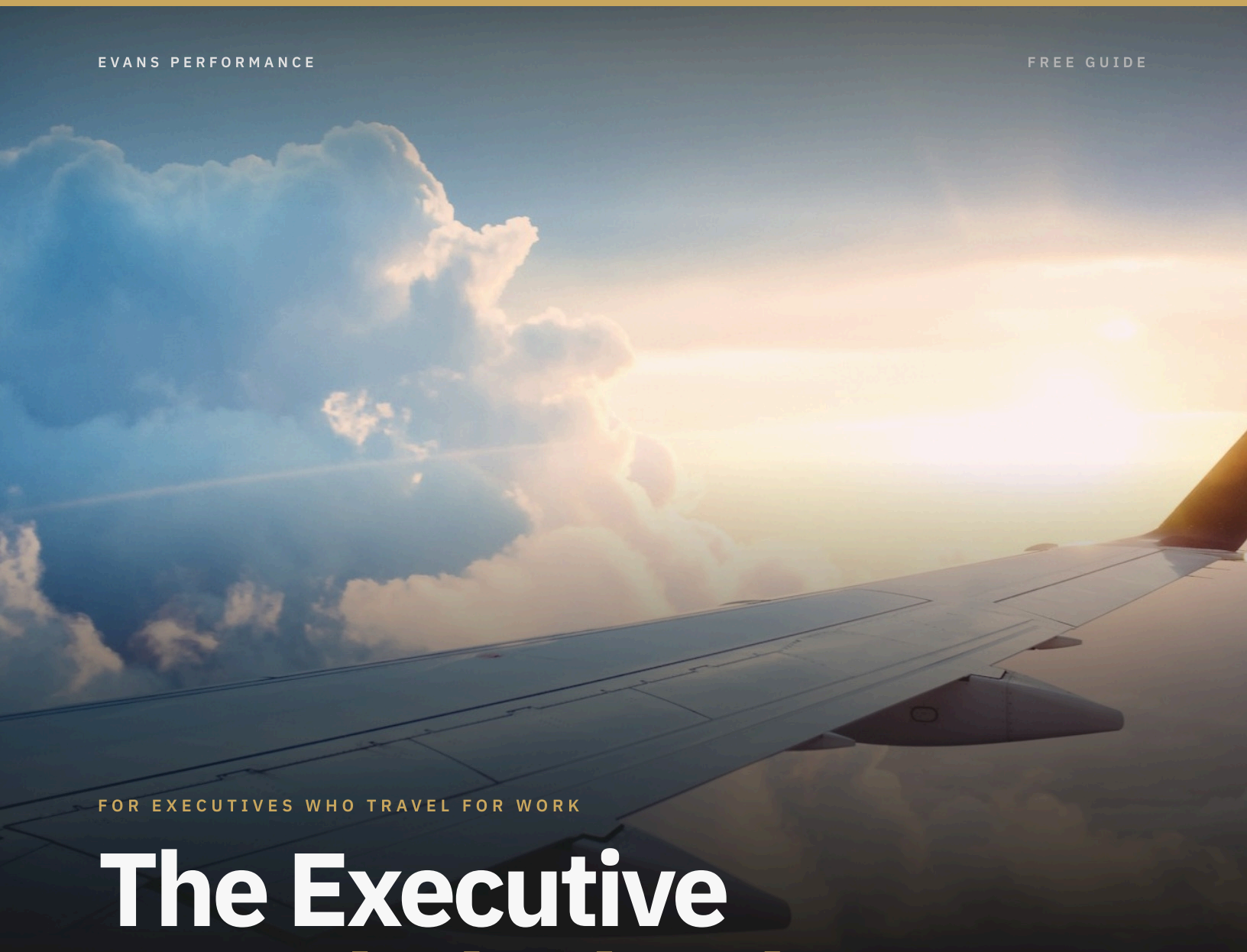


FOR EXECUTIVES WHO TRAVEL FOR WORK

The Executive Travel Playbook

Learn what a travel week does to your blood sugar, testosterone, and sleep. Then set the defaults that keep the road from undoing your progress.

> **“Everything I built goes down the drain when I travel.”**
>
> WHAT EXECUTIVES TELL US

Jared Evans · M.Eng · BSc Molecular Neuroscience · Certified Blood Chemistry Analyst

START HERE

The routine you built at home doesn’t fit in a carry-on.

Monday starts with a 5:40 a.m. flight and an airport breakfast eaten standing up. Tuesday is back-to-back meetings and a client dinner that runs past ten. By Thursday you’ve slept five hours a night in a room that runs too warm. You land home Friday heavier and flatter than you left.

Travel is the most common disruptor executives bring to our calls. Many of them are on the road 30 to 60 percent of the time. These are their words.

> **I’ve been in 12 cities in the last 8 weeks.**
>
> WHAT EXECUTIVES TELL US

> **I travel for a living. My job is to entertain people, so I’m out to dinner a lot.**
>
> WHAT EXECUTIVES TELL US

> **Any change in routine causes me to regress significantly.**
>
> WHAT EXECUTIVES TELL US

> **I’m stuck with hotel food and airports. It’s harder to eat super clean when you’re not home.**
>
> WHAT EXECUTIVES TELL US

> **A lot of my struggles come down to sleep and then my eating habits if I’m traveling.**
>
> WHAT EXECUTIVES TELL US

> **As far as travel goes, it’s helter skelter.**
>
> WHAT EXECUTIVES TELL US

This playbook shows what the road does to your body, the defaults that hold up on any trip, and the two habits to keep when the week falls apart.

INSIDE THIS PLAYBOOK

01 What the road does to you 03
02 Why this playbook exists 04
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01 · WHAT THE ROAD DOES TO YOU

A travel week shows up in your bloodwork.

The scale is the last place travel shows up. Long before that, it moves your blood sugar, your testosterone, and your recovery. We score all three in every client's labs.

92%

more likely to be obese

That was the gap between employees on the road 20+ nights a month and those away 1 to 6 nights. The heaviest travelers also had lower HDL cholesterol and higher blood pressure.

Richards and Rundle, J Occup Environ Med, 2011 · 13,000+ employees in a corporate wellness program

FIVE THINGS THAT THROW YOU OFF

Metabolic · Hormonal · Recovery

1 Short nights

Early flights, late dinners, and a hotel room that runs warm.

Four nights of 4.5-hour sleep cut insulin sensitivity 16% in healthy adults (Broussard et al., Ann Intern Med, 2012). Young men held to five hours a night for a week lost 10 to 15% of their daytime testosterone (Leproult and Van Cauter, JAMA, 2011).

SHOWS UP IN: Fasting insulin · Glucose · Testosterone

2 A body clock out of step

Red-eyes and dinner at 10 p.m. home time.

When meals and sleep ran out of step with the body clock, blood sugar rose 6% despite 22% more insulin. Leptin, the hormone that signals fullness, fell 17% (Scheer et al., PNAS, 2009).

SHOWS UP IN: Glucose · Fasting insulin · Leptin

3 Client dinners and drinks

Bread, three courses, and a second bottle.

Alcohol disrupts recovery in the first hours of sleep, in proportion to how much you drink. Youth and fitness didn't protect the 4,098 employees studied (Pietilä et al., JMIR Ment Health, 2018). Testosterone dropped about 7% when middle-aged men had three drinks daily for three weeks (Sierksma et al., Alcohol Clin Exp Res, 2004).

SHOWS UP IN: HRV · Resting heart rate · Testosterone · Triglycerides

4 Sitting from gate to gate

Lounges, flights, and conference rooms.

Hours in a chair after a meal leave more glucose in your blood. Two-minute walking breaks every 20 minutes lowered post-meal glucose and insulin (Dunstan et al., Diabetes Care, 2012).

SHOWS UP IN: Glucose · Fasting insulin · Body fat

5 Stress with no outlet

Delays, deadlines, and a full inbox at midnight.

Under constant stress your adrenal glands keep cortisol high, which suppresses testosterone output. On a wearable it shows up as lower HRV and a higher resting heart rate.

SHOWS UP IN: Morning cortisol · Testosterone · HRV

One rough trip resets in a few days. Repeated every week, the same five pressures become your baseline. **Your labs record that baseline.**

02 · WHY THIS PLAYBOOK EXISTS

I gained 85 pounds on the road.





When I started my career, I stayed under 200 pounds without trying.

Then I was managing a team and traveling constantly. Every week meant new cities, new restaurants, and just about anything I wanted on the company card. The stress ran high. Life still felt good, so it never crossed my mind to keep training, watch my sleep, or get my steps on the road. The weight crept on so slowly I never noticed.

Two years later I had gained 85 pounds and weighed 265.

The turning point came on a 14,000-foot climb in Colorado with Emily. I was out of breath and falling behind the group. I decided that was the last time I would ever struggle to climb a mountain. I couldn't stand the idea of my body limiting my life.

I combined my training in molecular neuroscience and engineering into a system that held up on the road as well as at home. It took me from 265 to 185 pounds.

More than six years later, the weight is still off. I know my body, when to adapt, and which levers to pull to produce results with my physique.

This playbook is the travel piece of that system.

Jared Evans · Founder, Evans Performance

WHAT I LEARNED BUILDING MY WAY BACK

The road takes away your routine. By the end of a long travel day, you don't have the willpower left to make good decisions. So stop deciding on the road. Decide before you leave.

Everything in this playbook is a default you set ahead of time. Pick the ones that fit your trip and run them on repeat.

03 · MOVE

Walking is your anchor on the road.

Steps are the one form of training every trip allows. The hotel circuit is the bonus on days you can find 25 minutes.

WALKING, YOUR DAILY BASE

- **8,000 to 10,000+ steps** every day of the trip.
- **Walk within 30 minutes of waking.** It doubles as the morning light that sets your body clock.
- **Take phone calls on your feet.**
- **Walk the terminal** while you wait to board.
- **Walk 15 to 20 minutes after dinner,** every night. Light walking after a meal blunts the blood sugar spike that follows it (Dunstan et al., Diabetes Care, 2012).

THE 25-MINUTE HOTEL CIRCUIT

No equipment. Three rounds with 60 seconds of rest between rounds. Run it every other day of the trip, or any day the hotel gym is a treadmill and a rack of light dumbbells.

Reverse lunges	**10 / leg**
Decline push-ups (feet on the bed)	**12-15**
Single-leg RDL (bodyweight)	**8 / leg**
Pike push-ups or chair dips	**10-12**
Plank hold	**45-60s**

If the hotel has a real gym, run your normal session. Swap machines for dumbbells and keep your usual rest between sets.

AFTER DINNER

15-20 min

The walk that blunts the glucose rise from the biggest meal of your travel day.

EVERY OTHER DAY

25 min

The hotel circuit, three rounds, done in your room before the first meeting.

> **“How do I keep this going, especially when I travel?”**
>
> WHAT EXECUTIVES TELL US

04 · FUEL

Build every meal around protein.

Protein is the default that survives every menu, from the airport to the hotel buffet. **Aim for 40 grams or more at each meal.**

MORNING, THE TRAVEL FAST

OPTIONAL

Black coffee, water, or unsweetened tea until lunch or the first business meal.

It stretches the overnight fast to 14 to 16 hours and leaves room for the dinner you can't control. It also takes one decision off a compressed morning.

Save it for travel days.

AIRPORT AND IN-FLIGHT

High-protein yogurt cups, 2 to 3 hard-boiled eggs, or a beef or turkey stick with fruit.

Drink 16 to 20 oz of water per hour of flight.

Skip alcohol in the air. Add electrolytes on flights over 3 hours.

HOTEL MEALS

Build each plate around 6 to 8 oz of eggs, chicken, fish, or steak.

Fill the rest of the plate with vegetables. Scale carbs to whether you trained that day, with sweet potato, rice, or quinoa.

On longer stays, stop at a grocery store for yogurt cups, fruit, and ready-to-eat protein.

PACK BEFORE YOU LEAVE

- Single-serve protein powder
- Protein bars
- Electrolyte packets
- Your supplements
- A resistance band

A shake from your bag covers the meal when the schedule slips and the only option is a gas station.

> **"I'm stuck with hotel food and airports."**
>
> WHAT EXECUTIVES TELL US

WHY PROTEIN FIRST

Protein keeps you full through long meeting blocks and protects the muscle you've built while the rest of the routine is on hold.

HOW MUCH A DAY

About 1 gram per pound of your goal body weight. Spread it across three meals and you clear 40 grams at each one.

05 · THE BUSINESS DINNER

Set the rules before you sit down.

The client dinner is the meal you control least. Decide your order and your drinks before you walk in, then give the table your full attention.

> **“I travel for a living. My job is to entertain people, so I’m out to dinner a lot.”**
>
> WHAT EXECUTIVES TELL US

HOW TO ORDER

01
Open with protein
Shrimp cocktail, oysters, ceviche, or tartare.

02
Send the bread back
Ask before the basket lands on the table.

03
Build the main
Grilled or roasted protein, vegetables, and carbs to about one cup.

04
Eat the protein first
Then the vegetables, then the carbs if you still want them.

In a small study, saving carbs for last cut the blood sugar rise from the same meal (Shukla et al., Diabetes Care, 2015).

THE 222 RULE ON THE ROAD

Our alcohol guardrail

2	2	2
drinks per occasion	days a week	hours between the last drink and bed

Pick the two dinners that get the drinks before you land. Choose dry wine or spirits with soda water. Match each drink with a glass of water.

We keep alcohol in clients’ lives on purpose, with limits that hold up through a full week of client dinners.

INSIDE THE PROGRAM

Clients text us the restaurant before they go. We pull the menu and send back what we’d order in their seat.

06 · RECOVER

Sleep is the first thing the road takes.

Your body clock runs on light, so light is your main tool in a new time zone. Meals and a steady bedtime do the rest.

THE NIGHTLY DEFAULTS

- **Hold your home sleep schedule** within one hour when you can.
- **10 to 15 minutes of morning sunlight** within 30 minutes of waking.
- **Caffeine off by 2 pm** local time.
- **Last drink finished two hours** before bed.
- **Magnesium glycinate and 3 g of glycine** before bed. Let your labs set the magnesium dose.
- **Room at 65 to 68 degrees** with every light source covered.

CROSSING TIME ZONES

→ Flying east

YOU LOSE HOURS

Get bright light in the morning after you land.

Low-dose melatonin, 0.3 to 0.5 mg, 30 minutes before your target bedtime for the first 2 to 3 nights.

← Flying west

YOU GAIN HOURS

Get bright light in the late afternoon and evening. Avoid early-morning light.

You can usually skip melatonin.

Morning light moves your clock earlier. Evening light moves it later.

Eat and sleep on local time from the day you land.

WATCH YOUR NUMBERS

Expect HRV to dip and resting heart rate to climb for the first few nights after a big time change. Keep training light until both return to your usual range.

RED-EYES AND OVERNIGHT FLIGHTS

Sleep on the plane only if it's night where you're landing. After you land, get outside and stay up until a normal local bedtime. If you need a nap, keep it to 20 minutes and take it before 2 pm.

BEFORE A BIG TRIP EAST

For the three nights before you fly, go to bed and get up an hour earlier each day. You land with part of the shift already done.

> **"A lot of my struggles come down to sleep and then my eating habits if I'm traveling."**
>
> WHAT EXECUTIVES TELL US

07 · WHEN THE WEEK FALLS APART

Keep two habits and let the rest go.

Some trips break every plan. When that happens, hold onto two habits. They protect your body composition and your recovery through almost any travel week. Everything else is optimization on top.

10,000

Steps, every day, however you get them.

40 g

Protein at every meal, starting with the first one.

THE TRAVEL-WEEK CHECKLIST

Print this page and keep it in your bag

- [ ] Morning walk and sunlight within 30 minutes of waking
- [ ] 8,000 to 10,000+ steps
- [ ] 40 grams of protein at every meal
- [ ] Coffee or water only until lunch (optional)
- [ ] 16 to 20 oz of water per hour of flight
- [ ] 25-minute hotel circuit, every other day of the trip
- [ ] 15-minute walk after dinner
- [ ] Drinks picked before you land, two at most
- [ ] Caffeine off by 2 pm local time
- [ ] Meals and sleep on local time from day one
- [ ] Magnesium and glycine before bed
- [ ] Room cold and fully dark

YOUR WEEK ON THE ROAD

HABIT	MON	TUE	WED	THU	FRI	SAT	SUN
10,000 steps	☐	☐	☐	☐	☐	☐	☐
40 g protein, every meal	☐	☐	☐	☐	☐	☐	☐
Walk after dinner	☐	☐	☐	☐	☐	☐	☐
In bed on schedule	☐	☐	☐	☐	☐	☐	☐

08 · THE SYSTEM BEHIND IT

This is the travel layer of a larger system.

The defaults hold for a trip or two. The trouble starts in the week when the travel, the quarter-end, and the client dinners all land at once. That week calls for a team that sees the trip coming.

When your training, nutrition, and recovery are built from your own biomarkers, the road stops setting you back. That is the work we do inside the program.

WHAT THE PROGRAM ADDS FOR TRAVEL WEEKS

Labs first

100+ biomarkers across 10 body systems, scored against optimal. A second panel in month four or five shows what changed.

Training that travels

Your plan includes hotel gym and bodyweight versions of each session, with every lift logged so progress continues on the road.

Menus before you go

Text us the restaurant. We pull the menu and send back what we'd order in your seat.

Recovery from your data

We read sleep, HRV, and recovery from your wearable and adjust your training to match.

A travel strategy

A written plan for your regular trips, with the grocery stores and lunch spots near where you stay.

Weekly accountability

Weekly check-ins, monthly scorecards, and direct access to Jared and Emily.

> **If you follow the program and don't get results within 6 months, we coach you for free until you do.**
>
> OUR GUARANTEE

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This guide is for education and does not replace care from your physician. Review supplements and any changes to medication with a qualified healthcare provider.

09 · PROOF

Down 21 pounds in a job built on client dinners.

Matt is a partner at a consulting firm and a Marine veteran. His role is sales, so his work runs on client dinners, drinks, and travel. In 90 days he lost 21 pounds and 8% body fat. After the program he finished a 102-mile mountain ultramarathon with 19,500 feet of climbing.

WEIGHT

−21 lbs

In 90 days

BODY FAT

−8 %

In the same 90 days

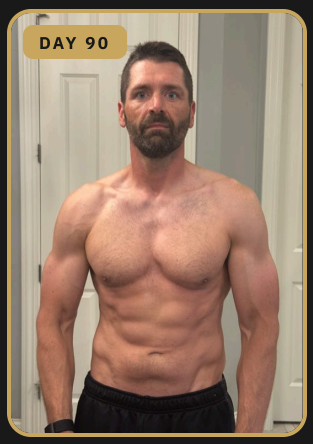
AFTER THE PROGRAM

102 miles

Mountain ultramarathon, 19,500 feet of climbing

> "Their platform is top notch. They have crafted a technology infrastructure and tools to enable data-driven coaching."
>
> MATT, CONSULTING PARTNER AND MARINE VETERAN





LUKE · 44 · DOCTOR OF PHYSICAL THERAPY

Luke runs a hospital department. He went from 190 to 169 pounds in 90 days and took his waist from 38 to 32 inches. He did it while working around a knee surgery and a shoulder that still gives him trouble. By day 90 he was eating about 45% more each day than when he started.

"They understood my post-op limitations and built a program that was safe and effective."

AUGUST STARTERS

−10.7 lbs

Average in month one across four executives. All four lost 10+ pounds.

MONTH ONE, ON AVERAGE

+66 %

Our average client sees a 66% increase in energy during the first month.

BY DAY 90

15-20 lbs

Most clients drop 15 to 20 pounds of fat by day 90.

10 · YOUR NEXT MOVE

Build a plan that holds up on a travel week.

You have the defaults. In a 15-minute Executive Health Audit, we find out what your travel weeks are costing you and where we'd start.

We'll go over your situation, your goals, and how often you're on the road. Then we'll identify the constraints that have been holding you back and tell you where we'd focus first, whether or not you join. Bring your most recent labs if you have them. You can book without them.

Book Your Executive Health Audit

15 minutes by phone with Jared.
He takes eight audits a week.
evans-performance-systems.cal.com/jared/executive-health-audit

If your wife will be part of the decision, invite her onto the call. Plans stick when the household is behind them.



WHO YOU'LL WORK WITH

Jared and Emily Evans

Jared and Emily spent five years building this system and have coached 150+ executives through it from Fort Collins, Colorado. They've also climbed 14 summits over 14,000 feet together.

Jared Evans
M.Eng · BSc Molecular Neuroscience, The Ohio State University · Certified Blood Chemistry Analyst · NASM-CPT

Emily Evans
NASM-CNC · MA Speech Communication Sciences · Former Cleveland Clinic ICU Therapist

WHAT HAPPENS AFTER YOU BOOK

STEP 1
Executive Health Audit
A 15-minute phone call on your situation, goals, schedule, and first focus.

STEP 2
Executive Health Strategy
A 45-minute video call where Jared shows you the system and the plan he'd build for you.

YOUR FIRST 30 DAYS
The system goes live
By day 30 we've analyzed your bloodwork and installed your supplement stack, nutrition targets, training plan, recovery protocol, and accountability system.