

## CASE STUDY

# Optimizing Health and Performance A Transformation Through Science-Based Mindset Coaching



### AT A GLANCE

**Client:** Simon Featherstone  
Independent Non-Executive Director,  
Chair of Risk at Oxbury Bank.

**Age:** 56

**Focus:** Health optimization, managing psoriasis, improving energy, and creating sustainable habits for long-term performance and longevity.

**Solution:** Integrate science-based mindset coaching, intermittent fasting, improved nutrition, and exercise to optimize health, performance, and longevity for a travelling Exec.



*Working with Tim has had a profound impact on my performance as a leader. His approach to mindset and resilience helped me break free from old patterns and view food as a tool for fuelling my body rather than something to restrict.*

*The improvements in my psoriasis were a bonus, and the holistic approach we developed has allowed me to manage my health and well-being with science-based strategies. I now feel more empowered in my roles, with greater clarity, focus, and energy.*

*I strongly recommend Tim to my peers; his approach is invaluable for anyone in demanding roles looking to optimize health, performance, and longevity for long-lasting success.*



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### OBJECTIVES

Simon, in his 50s, was struggling with psoriasis and the cycle of reactive healthcare and ineffective dieting. He wanted to adopt a holistic approach to health that went beyond weight loss, focusing on creating lasting, sustainable changes for long-term health, performance, and longevity. Our work together aimed to align his nutritional habits with his demanding lifestyle, break free from the restrictive mindset of “good” and “bad” foods, and develop a balanced, guilt-free relationship with food to fuel his performance.

### SOLUTION

We focused on reshaping Simon’s mindset around food and health, integrating intermittent fasting and nutrient-dense foods into his high-performance lifestyle. Instead of viewing food as something to restrict, Simon began to see it as fuel for his body’s performance and long-term health. We also incorporated exercise and detox techniques to support his energy, mental clarity, and overall longevity, ensuring that Simon could travel, manage his busy schedule, and maintain optimal physical and mental resilience. The focus was on long-term health and longevity, not just short-term fixes.

### BENEFITS

**Weight Loss and Improved Health:** Simon successfully lost weight, gained more energy, and saw significant improvements in his physical and mental performance, particularly with his psoriasis.

**Sustainable Health Approach:** Simon adopted a sustainable, guilt-free relationship with food, no longer seeing it as an obstacle but as a tool for supporting his long-term health and performance.

**Increased Energy and Mental Clarity:** The combination of intermittent fasting, nutrient-dense foods, and detox techniques helped Simon optimize his energy levels, mental clarity, and overall resilience.

**Improved Performance and Longevity:** Simon now manages his demanding role with greater clarity, focus, and energy, empowering him to perform at his best and pursue a path of long-lasting health and wellbeing.

Ready to optimize your health, performance, and longevity for long-lasting success? Get in touch today to learn how our personalized approach can help you reach your goals.

CONTACT US AT [WWW.ZENVAL.LIFE](http://WWW.ZENVAL.LIFE)