

OXYGEN  ADVANTAGE®



INVINCIBLE

B U S I N E S S

**TRANSCENDING THE STRESS MANAGEMENT
PARADOX AND OPTIMIZING YOUR BRAINPOWER
FOR PEAK PERFORMANCE**

Science-Backed Guidance for Personal and Company Growth,
from the Author of Atomic Focus

BY PATRICK MCKEOWN

Table of Contents

Is Your Business Missing a Vital Skill?	3
6,000 Thoughts	6
Nobody Teaches Us How to Concentrate	7
We Live in a Noisy World	9
Transcending Stress Management – The Mindfulness Trap	11
The Cost of Poor Concentration	13
Balance: Changing Mental States for Better Brainpower	15
Focus: Why Sleep Matters	16
The Impact of Poor Sleep on the Brain	18
Effective Leadership: Bringing Balance and Focus into Company Culture	19
Performance: Keeping Your Business Well	21
Understand the Equation: Balance + Sleep = Growth	23
Exercise: A Morning Protocol for Better Brainpower	27
Step 1: Slow Breathing to Increase Neuroplasticity and Clear the Mind	28
Step 2: Two Easy Breath Holds to Boost Focus and Blood-Flow to Your Brain	28
Step 3: Five Strong Breath Holds to Build Resilience and Optimize Oxygenation	29
Exercise: Stress Management that Works	30
7 Tips for Better Sleep	31
The Oxygen Advantage® Base Camp for Business	33
Ready to Learn More?	34



IS YOUR BUSINESS MISSING A VITAL SKILL?

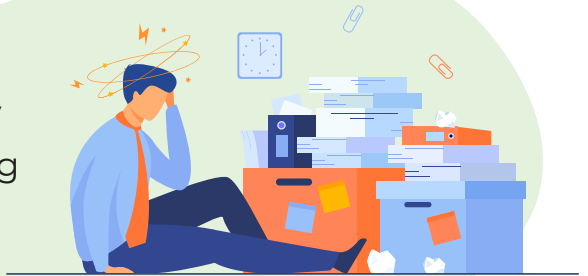
Have you or your employees ever been trained how to concentrate?



Can you honestly stay laser focused under pressure?



Is everyone in your office really working? Or are they just going through the motions?



CONCENTRATION:

The ability to narrow and hold your focus on one thing. If you want to succeed in any field, this is a vital skill.

But unless you are one of an elite few — think military special forces, Olympic medalists, world-class musicians and actors... or James Bond — it's likely you have never been *taught* how to concentrate.

What if you could change states on demand? Predict and prevent the physiological, evolutionary responses that sabotage concentration? Shut out external and internal distractions? And put all your energy where it matters!

**The result would be something called self-actualization.
The fulfilment of your own potential.**

If you deliberately plan to be less than you are capable of being, then I warn you that you'll be deeply unhappy for the rest of your life. You will be evading your own capacities, your own possibilities.

Abraham H. Maslow,
*American psychologist, best known for
creating Maslow's hierarchy of needs.*

One of the encouraging aspects of modern work, particularly in the corporate world, is the increasing recognition of the imagination as a vital and essential force.

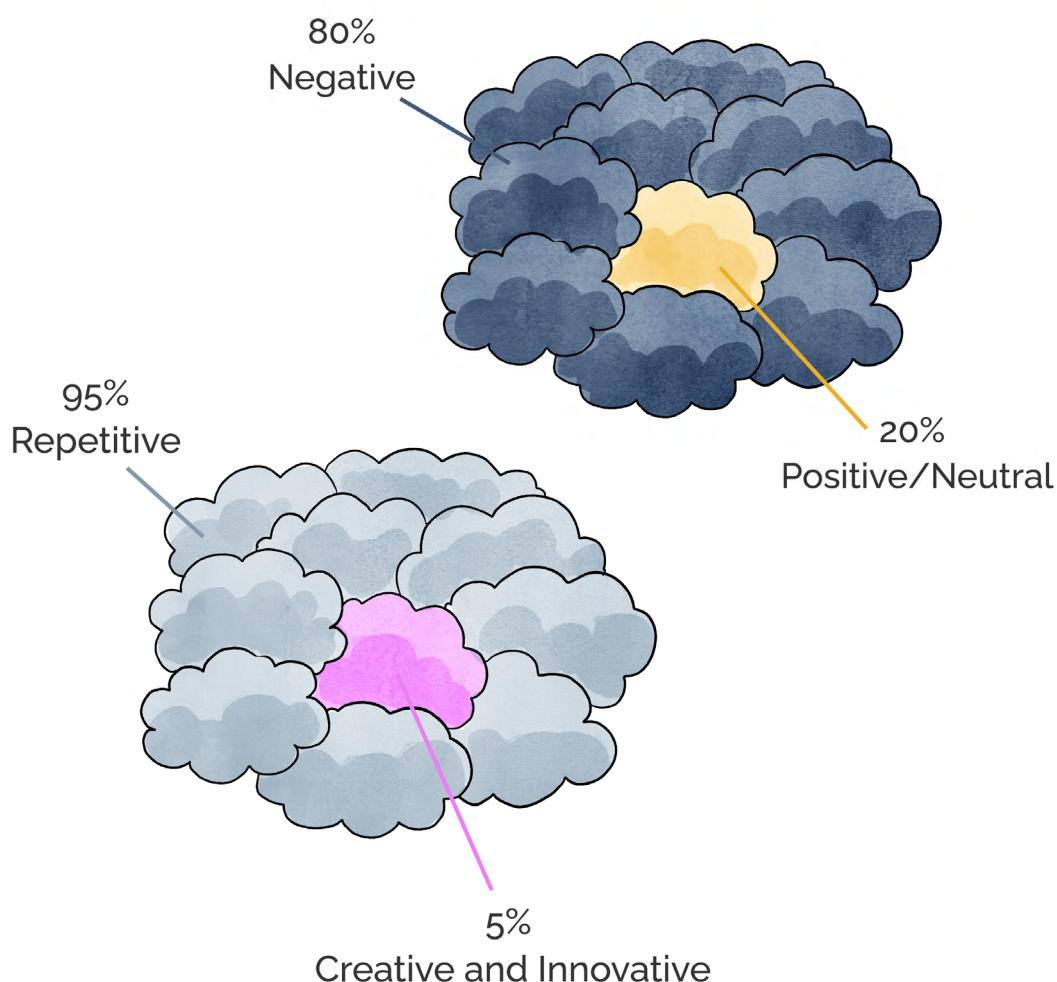
John O'Donohue,
Bestselling author and philosopher.



Hierarchy of Needs (Revised)

6,000 THOUGHTS

Your brain. It's the seat of imagination, critical thinking, and cognitive function. It controls essential body functions that keep you alive. And it thinks more than 6,000 thoughts every day (Tseng & Poppenk, 2020). Of those thoughts, 80% are negative. And 95% are exactly the same repetitive thoughts you had yesterday, and the day before that, and the day before that...





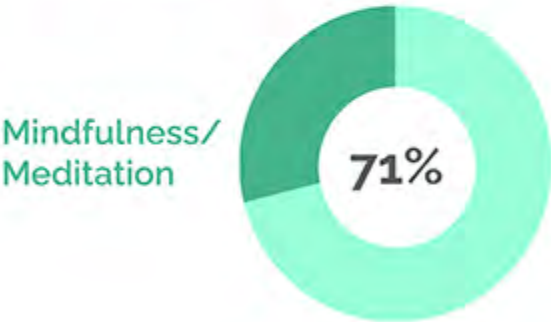
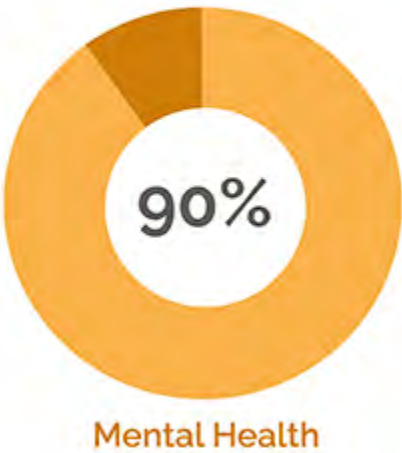
NOBODY TEACHES US HOW TO CONCENTRATE

Think about all those thoughts flying around in your head. How does that translate in your workplace?

Imagine, for instance, you have 20 employees. That's 120,000 thoughts a day! If thoughts were electricity, your company would literally be leaking energy (and money). The system would overheat and burn out. And that's exactly what happens to people too. It's one reason companies spend so much money on mental health, mindfulness, and stress management solutions.


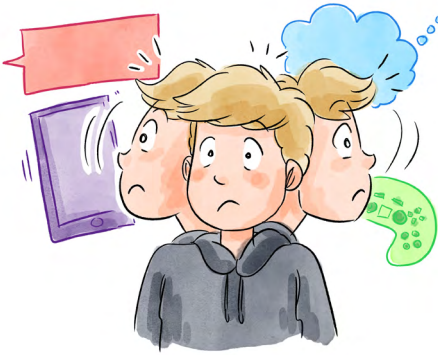
Percentage of Employers Investing in Stress/Mental Wellbeing Support

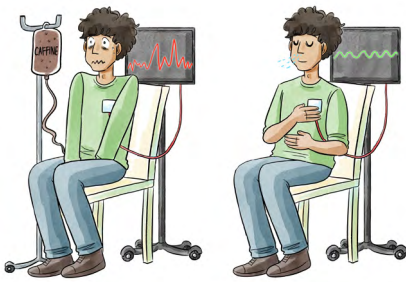
Percentage of Employers Investing in Stress/Mental Wellbeing Support



[Adapted from Wellable Employee Wellness Industry Trends Report 2022]

WE LIVE IN A NOISY WORLD

<p>External Distractions</p> 	<p>Internal Distractions</p> 
<p>Social media, rolling news and a browser with dozens of tabs open.</p>	<p>A racing mind full of anxious, negative thoughts and old stories.</p>
<p>Emails, texts, or notifications, constantly vying for your attention.</p>	<p>Self-doubt, imposter syndrome and performance anxiety.</p>

<p>A noisy workspace with the busy hum of phone calls and chatter.</p>	<p>High stress and a low anger threshold. Reactivity to challenges.</p>
<p>Stress, pressure, anger or anxiety from colleagues or employers that creates a toxic working environment.</p>	<p>Poor diet, poor breathing patterns, and caffeine reliance that leave you tired, wired and dehydrated.</p> 
<p>Financial or relationship concerns.</p>	<p>Poor sleep and daytime fatigue. Burnout.</p>

These are just some of the stimuli filling our minds in the course of a single day. Is it any wonder you (and your employees and colleagues) struggle to focus?

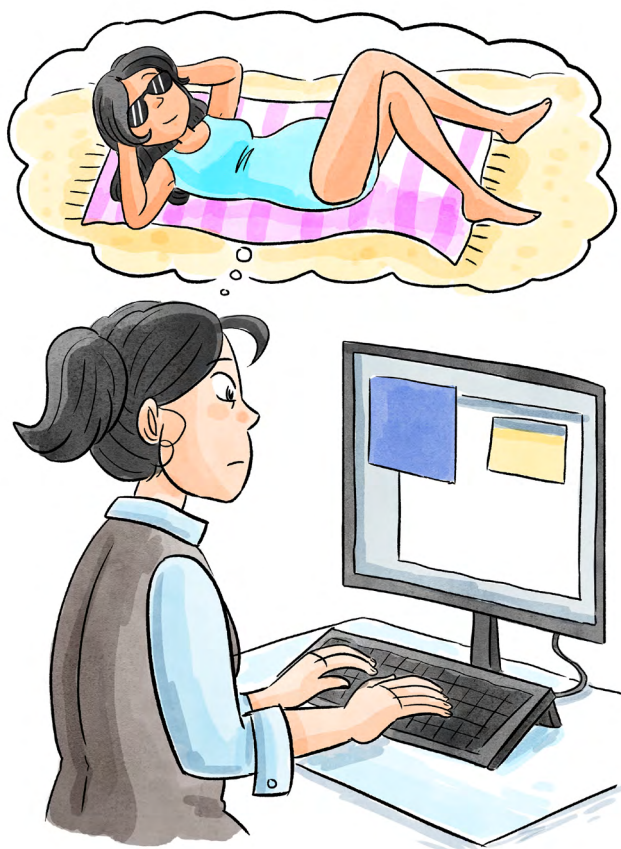
If you want to concentrate, you must first clear your head of all this clutter!



Instead of pouring money into stress management solutions that simply patch over the symptoms, it's time to address the root cause of poor performance, high stress, and burnout. To build resilience and focus. And the ability to change mental and emotional states on demand, companywide.

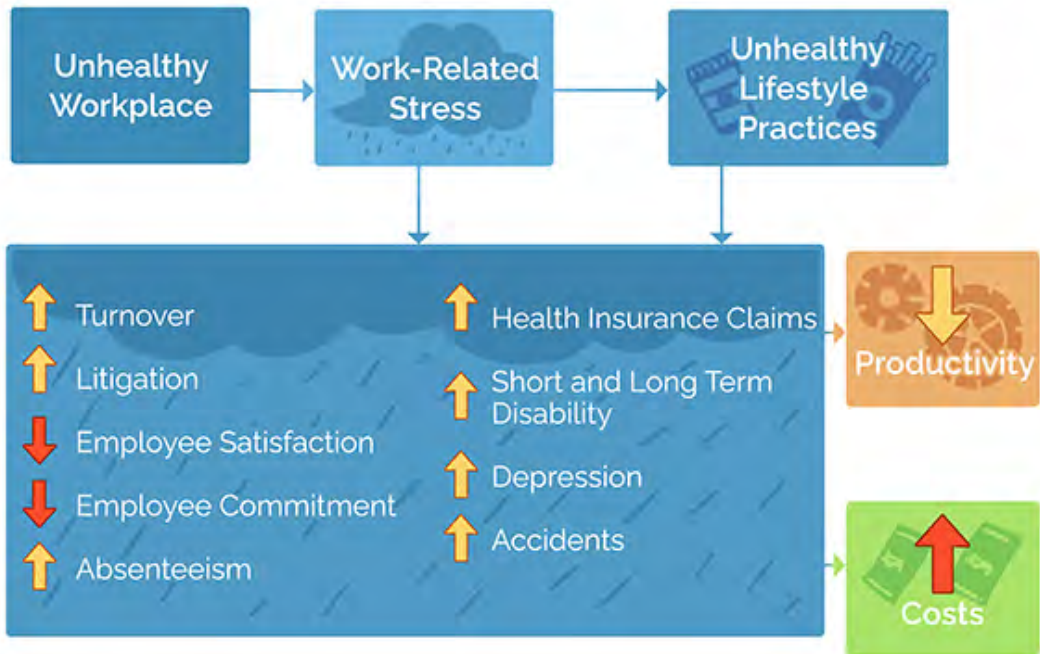
BE HONEST:

- How many times during the day does your mind drift?
- Do you struggle to hold your attention?
- Are you reactive in stressful situations, or can you keep your focus?
- Are you drained and tired at the end of the workday?
- Do you know how to consistently achieve optimum performance during presentations, public speaking, and interviews?
- Do you feel fulfilled at work?
- Do you think anyone else in your company has the same problems, at least some of the time?



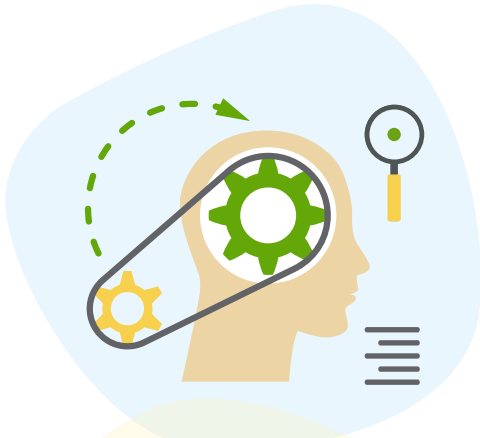
THE COST OF POOR CONCENTRATION

Those unhealthy, repetitive thoughts we have, 5,700 times a day, come at a high price, personally and financially. Work stress costs businesses around \$30bn per year. Ultimately, when your head is full up, the result is poor productivity, low job satisfaction, and higher costs.



*[Adapted from: The Business Case for a Healthy Workplace,
by Joan Burton, Senior Strategy Advisor, Healthy Workplaces, IAPA]*

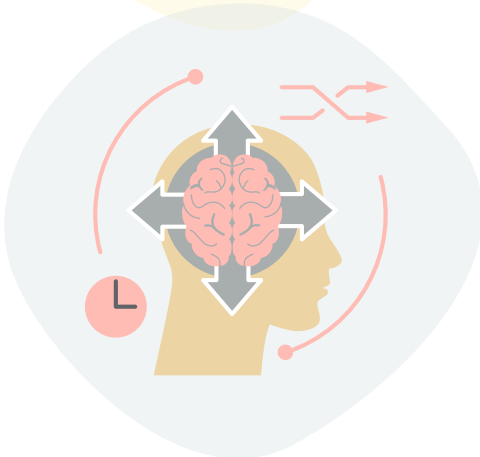
To consistently improve your concentration, enhance leadership, and support your company, you must embrace three key pillars of growth:



BALANCE



FOCUS

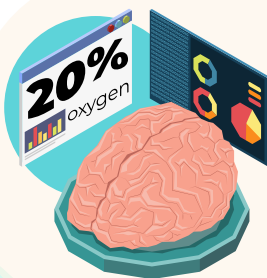


PERFORMANCE

BALANCE: CHANGING MENTAL STATES FOR BETTER BRAINPOWER



Scientists used to believe our ability to concentrate declines as we age. But new research suggests it's possible to maintain neuroplasticity for life.



Your brain is a thirsty engine. It uses around 20% of your total oxygen intake. The way you breathe affects how the brain works, and how much oxygen it receives.



Stress makes your brain smaller. But when you activate the rest-and-digest branch of your nervous system, executive function (your ability to plan, focus attention, juggle tasks, and remember instructions) improves.



When you can concentrate, it's easier to enter flow state. To control your mind, so you are more resilient to stress and fatigue.

The brain molds and changes as you practice breathing exercises. Which means a targeted breathing plan can actually make you more intelligent.



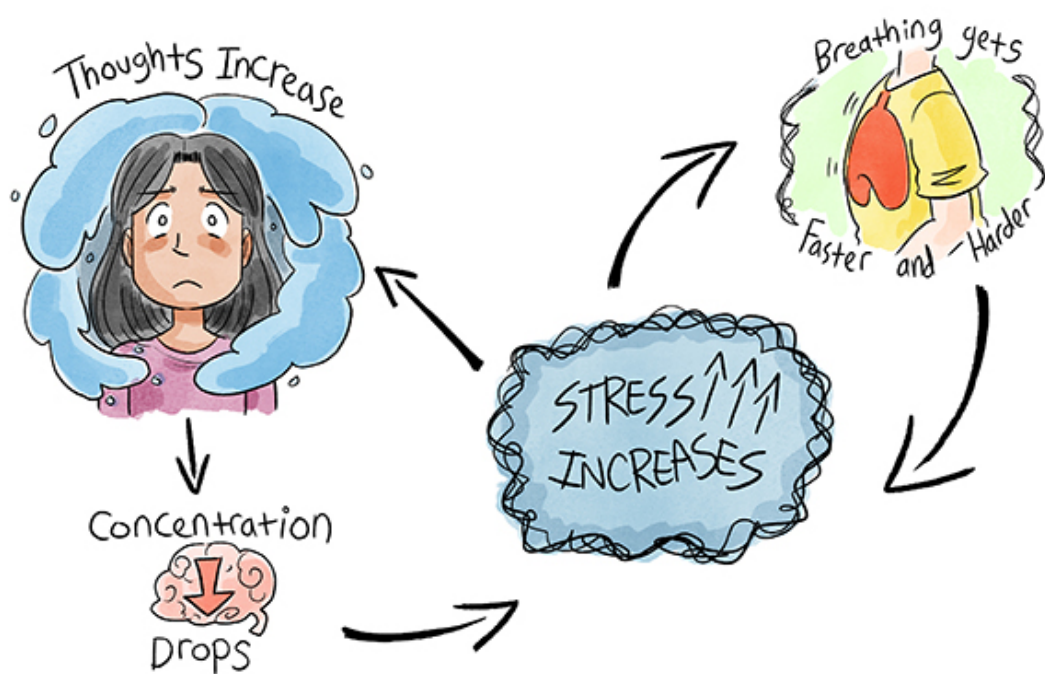
FOCUS:

WHY SLEEP MATTERS

When you have a lot on your plate, it can be tempting to burn the candle at both ends. Whether you're pushing for promotion or profit margins, extra hours at your desk demonstrate commitment and drive. But there's a long-term cost to sleep deprivation. It contributes to chronic disease, high blood pressure, heart failure and early death. And when you don't sleep well, attention span, brain function, and your ability to learn and think creatively all suffer.



Sleep is the ultimate performance enhancer. But it's not just sleep quantity that's important. Sleep QUALITY is vital too. And to achieve the restorative sleep your mind and body needs, it's vital that you address daytime everyday breathing habits. Because poor breathing patterns contribute significantly to snoring, insomnia, sleep apnea and sleep-related mood dysregulation.

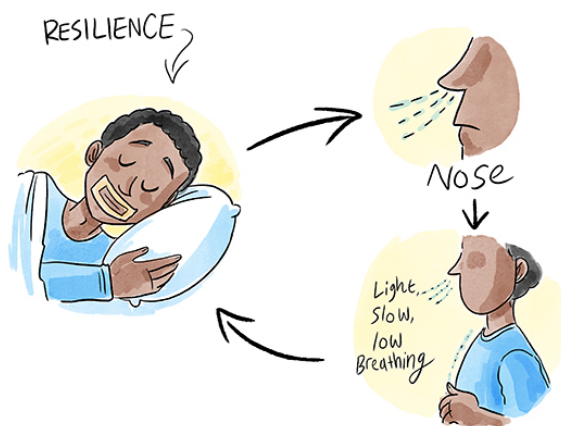


THE IMPACT OF POOR SLEEP ON THE BRAIN

Scientists have proven:

- Snoring leads to poor daytime attention and cognition. (Cognition is the mental processes like thinking, knowing, remembering, judging, and problem-solving).
- Sleep-disordered breathing affects the brain in lots of ways. In sleep apnea, breathing stops, depriving your brain of adequate oxygen. The result — stress and inflammation in the brain that changes the way its nerve cells work. Sleep apnea is also related to poor attention span and contributes to ADHD symptoms.
- Insomnia in adults may be partly to blame for the decline in mental function seen in older people.
- Research from 2021 reports that middle-aged adults who consistently clock low sleep durations are 30% more likely to develop dementia later in life.
- People with sleep-related breathing disorders perform much worse in tasks measuring attention. Memory also declines when sleep is poor.

*[From Atomic Focus by
Patrick McKeown]*





EFFECTIVE LEADERSHIP: BRINGING BALANCE AND FOCUS INTO COMPANY CULTURE

*People are not the most
valuable asset in your
company. People are
your company.*

Adam Grant,
organizational psychologist and
bestselling author.



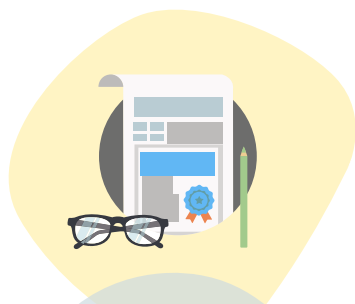
Effective leadership starts on a personal level. Yes, it's important to build an empowering company culture. But truly good leadership is about how you handle things when your back is against the wall. When the deadline looms, or your competition just launched a market-leading product a week early... You can either send the whole company into a spin, or bring your resilience and focus to the table.

To perform well under pressure, you need practical tools that let you reset and enter flow states throughout the day. To go into every negotiation with a clear head and a steady heart rate. To be comfortable in your own skin so you can relate to others with authenticity. To have a clear sense of purpose.

This feeds down as a feeling of appreciation and inclusion that boosts employee engagement and supports growth.

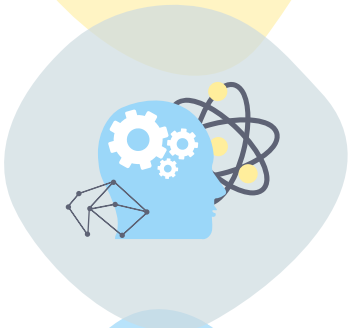
PERFORMANCE: KEEPING YOUR BUSINESS WELL

Wellness at work used to be considered a nice “add-on.” A nod to positive culture. But in the scramble for the top, who really had time to engage with it?



That's all changing:

New evidence shows wellness in the workplace is a strategic imperative.



Healthy employees stay with your company longer.



Wellness programs have shown ROI of between \$2.71 and \$6 for every \$1 spent. This comes in the form of decreased healthcare costs, fewer lost/modified workdays, and reduced insurance premiums

[Source: Harvard Business Review]

TO DO WELL, YOU HAVE TO BE WELL

Imagine the power of an inclusive, tailored method that not only makes you healthier and happier, but also enhances your mental prowess, creativity, productivity, intuition, and flow states! A method you can take with you, day and night, in business-class, on your commute and at your desk.



UNDERSTAND THE EQUATION: BALANCE + SLEEP = GROWTH





BALANCE

To reach the top of your game in any field, you must train strategically. Elite athletes do this by alternating controlled stress with rest and recovery. This cycle works for intellectual and creative performance too. The breath offers a way to introduce controlled stress and enhance rest. All by consciously changing state in your nervous system's balance.



SLEEP

Top performers aren't born ready. They learn how to get in the zone, to perform at the edge of their abilities. They have warm-up and training routines, and they prioritize sleep. To achieve peak performance at work, you must allow your mind and body to rest. And for this, healthy sleep routines and functional, nasal breathing are essential. You may not be born ready, but you can make sure, when opportunity knocks, you already have your shoes on...



GROWTH

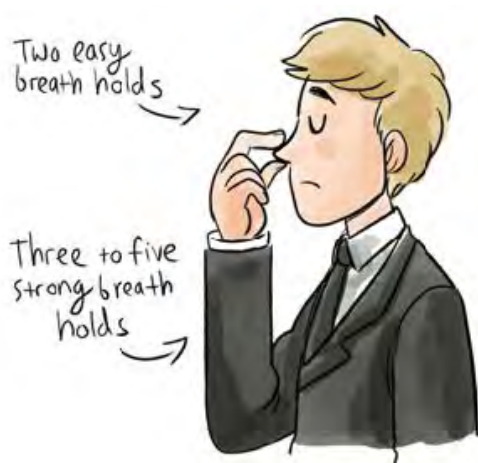
When sleep and breathing are optimal, and you have the skills to change mental and emotional states on tap, peak performance comes naturally. You can use specific, targeted breathing exercises to improve blood flow to your brain, step out of fight-or-flight breathing, and get focused before a presentation. Or to quieten your mind and allow your creativity and concentration to flow.

Instead of relying on coffee, adrenaline, and smartphone detoxes, you can develop a routine of micro-resets, just like a top athlete does. So, when you walk into that board room, you know you can handle whatever comes your way. You'll feel full of confidence and ready to grow. And business will thrive, as you make better, more creative decisions, boost employee engagement and build stronger, more positive working relationships.

EXERCISE: A MORNING PROTOCOL FOR BETTER BRAINPOWER

Only suitable if you are relatively young, fit, and in good health.

This exercise will get your morning off to an energetic start, focusing your brain and flooding your synapses with oxygen. It is also great to use before a presentation or speaker event, to get you in the zone and primed for optimal success.



STEP 1:

SLOW BREATHING TO INCREASE NEUROPLASTICITY AND CLEAR THE MIND

- Close your eyes and bring your attention to your breathing. Breathe only through your nose.
- Gently slow down the speed of the inhalation and exhalation. Bring a feeling of relaxation to your body.
- Continue for two to five minutes.

STEP 2:

TWO EASY BREATH HOLDS TO BOOST FOCUS AND BLOOD-FLOW TO YOUR BRAIN

- Exhale gently through your nose and hold your breath until you feel a light air hunger.
- Repeat two times.
- Resume breathing in and out through your nose.
- Breathe normally through your nose for about 30 seconds.

STEP 3:

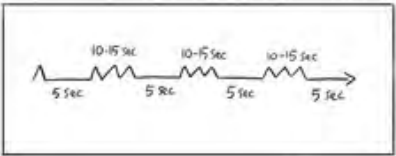
FIVE STRONG BREATH HOLDS TO BUILD RESILIENCE AND OPTIMIZE OXYGENATION

- Breathe in and out through your nose for about one minute.
- Exhale and hold your breath to reach a moderate-to-strong air hunger.
- Resume breathing in and out through your nose for about one minute.
- Repeat five times.

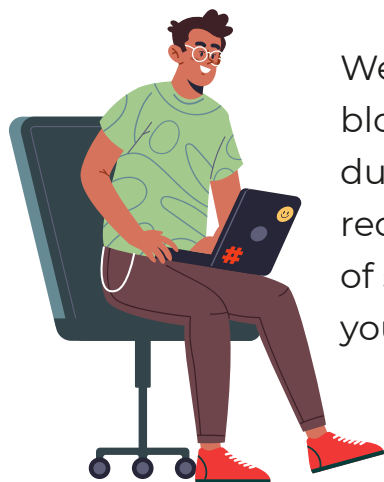
EXERCISE: STRESS MANAGEMENT THAT WORKS

Suitable for everyone.

When stress is off the scale, this exercise will help get you back in control of your mind and your emotions. It boosts blood flow and oxygen delivery to the brain, takes your attention away from overthinking, and stops the cycle of fight-or-flight breathing. To experience a profound and lasting change in your mental state, practice this exercise for five minutes every hour, even if you don't feel stressed. It's great for a quick mental re-set too.



7 TIPS FOR BETTER SLEEP



Wear blue light blocking glasses during the day to reduce the impact of screen-time on your brain.



Sleep in a cool, well-ventilated room.



It sounds boring, but avoid eating late or drinking too much alcohol before bed.

Aaand, avoid caffeine after around 2pm. Caffeine has a half-life of 3-5 hours, so an afternoon pick-me-up can leave you lying awake at night sweating regret...





Set your alarm for the same time each day. Sleep experts say the time we wake is more important than a regular bedtime for a healthy sleep pattern.

Before sleep, practice the stress reduction breathing exercise (page 30) for ten minutes. Or try the guided breathing meditation which you can find at oxygenadvantage.com/free-guided-meditation/



If you regularly wake with a dry mouth in the morning, wear MYOTAPE® to bed. It's a sleep support designed to encourage nose breathing and reduce snoring/sleep apnea. You can find it in the online store at OxygenAdvantage.com

THE OXYGEN ADVANTAGE® BASE CAMP FOR BUSINESS



The Oxygen Advantage three-tier Base Camp for Business is a whole-person approach for stress management, physical and mental wellbeing, and peak performance at work.

Devised and led by former Wall Street trader and tennis pro, Daniel Pålsson, with Oxygen Advantage® founder/international breathwork coach, Patrick McKeown, this is a uniquely customizable, practical solution, ideal for in person, remote and hybrid schedules.

Discover the power of science-backed breath coaching. Build habits that enhance productivity, adaptability, and creativity. Get tools to directly change states and control stress. Track and improve your results. And experience the breathtaking exhilaration that accompanies the view from the top.

READY TO LEARN MORE?

We've worked with businesses including IKEA and LinkedIn.
And we'd love to work with you next.

Email: breathcamp@oxygenadvantage.com
to book a 20-minute discovery call.

Or [visit our website to find out more.](#)

The Oxygen Advantage®
A living breathing method,
Flexible, personal, resourceful,
For every body,
Every mental state...
For the pro athlete,
The lifelong asthmatic,
The tired, the wired,
The stressed out, burned out,
Rat race,
Out of the race,
First place!
Empowering you
To thrive,
To live,
To grow...

**Because your full potential
Is only a breath away.**

OXYGEN  ***ADVANTAGE***®

“
THROUGH PATRICK'S WORKSHOPS OUR
TEAM HAVE LEARNT THE IMPORTANCE OF
BREATHING CORRECTLY AND THE IMPACT
IT CAN HAVE ON SLEEP AND HANDLING
STRESS... OUR TEAM REALLY ENGAGED
WITH HIM AND ENJOYED LEARNING THE
DIFFERENT BREATHING EXERCISES. WE
RECEIVED VERY POSITIVE FEEDBACK
FROM OUR TEAM AND WOULD HIGHLY
RECOMMEND PATRICK'S WORKSHOP.

DANIELLE RAHME,
CLIENT RELATIONSHIP EXECUTIVE, HÄSTENS

”

OXYGEN  DVANTAGE®