

# Redefining "More" to Power Your Well-Being: The Art of Human Optimization



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## Define Your "More"

- Human optimization is the ability to achieve "more" while simultaneously improving well-being.
- It's not about small little hacks. It's about pulling big levers with high ROI.
- Your "more" is personal, so your approach to the 10 domains of human optimization needs to be unique to you.

**Action:** Write down your personal values, vision, purpose, and mission. Use these as your decision filter for what behavioral changes deserve a "yes."

*"People may say, 'I don't have the time to sit down and do it.' You don't have the time not to."*

## Understanding the Burnout Equation

**Burnout = Stress ÷ Joy**

- To reduce burnout, you need to either decrease your stress or increase your joy.
- You can't always remove stressors—but you can raise your stress threshold and increase your joy.

*"If I'm ever struggling with joy, I look for the joy in the things I'm already doing. That's the lowest hanging fruit, the high-leverage item."*

- Three sources of joy: fulfilling our purpose, making meaningful progress on goals that matter to us, and genuine social connections
- Action: Rather than focusing on removing stress, focus on the aspects you can control most: raising your stress threshold and connecting to your sources of joy.

## Growth Through Stress and Recovery

- Growth happens in cycles—periods of intense effort followed by deliberate recovery.

Dr. Camp's model for understanding the cycle of stress and recovery:

Zone	Effort Level
8 - 10	Growth: High-Effort, High-Energy
2 - 8	Stagnation: Not High Enough Effort to Grow, Not Low Enough to Recover
0 - 2	Recovery: Restorative

*"If you look at elite performers, they spend a lot of time in that Zone of Growth, and then they drop down to the Zone of Recovery, do what they need to recover, and then they get right back up there pretty quickly."*

- Avoid spending too much time in the Zone of Stagnation, where you're working hard but not making forward progress.
- Don't mistake low-energy items (scrolling social media, binge-watching) for recovery.

## Expand Your Purpose Beyond Yourself

- As you work through the concept of human optimization, tie this work to some kind of purpose outside yourself.
- That will make your human optimization journey more meaningful and powerful.

*"Remember to live intentionally, consistently, and better. Keep striving to be the best human you can be, so you can give your gifts back to the world."*

# A Trusted Community to Explore What's Next

TIGER 21 Members benefit from the experience and insights of their fellow ultra-high-net-worth peers in all areas of life—wealth preservation, legacy, impact, family dynamics, wellness, and more. TIGER 21 delivers a full range of *learn, access, connect* programs and resources to help Members discover their path forward.

**TIGER 21 Membership is by invitation only.** To learn more, visit [tiger21.com](https://tiger21.com).



## LEARN

Attend **candid and invaluable monthly Group Meetings** with up to 15 peers who become trusted confidantes. Explore your holdings in a **transformative Portfolio Defense®**, gain insight into your investments and finances, and build action plans to maximize wealth preservation.



## ACCESS

Access **exclusive experiences and benefits**—from the Mayo Clinic Executive Health Program to wellness retreats at five-star resorts around the world.



## CONNECT

Connect with **fellow Members and expert thought leaders** across the globe, both in person and virtually. TIGER 21 provides opportunities for connection through events, annual conferences, and interest-based networks.

### Local Groups

Meet in person monthly with a local ultra-high-net-worth advisory Group based in cities across the globe of up to 15 Members.

### Family Office Groups

Meet with fellow single family office principals and enjoy access to our UHNW global community.

### Global Groups

Meet up on a virtual basis with Members who are frequent travelers or those seeking geographically diverse perspectives.

## Mayo Clinic Executive Health

### *A TIGER 21 Health & Wellness Member Benefit*

Mayo Clinic's Executive Health Program leverages the full breadth and depth of its nationally recognized expertise to help busy executives, investors, and entrepreneurs protect and optimize their health and performance.

TIGER 21 Members enjoy dedicated liaison access to the Mayo Clinic Executive Health Program, with liaisons located in:

- Rochester, Minnesota, USA
- Scottsdale, Arizona, USA
- Jacksonville, Florida, USA
- London, England

Members also hear from Mayo Clinic expert speakers at events throughout the year, including virtual talks and in-person experiences at TIGER 21's annual Global Exchange event.



Establish a care relationship with the Mayo Clinic Executive Health Program.

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