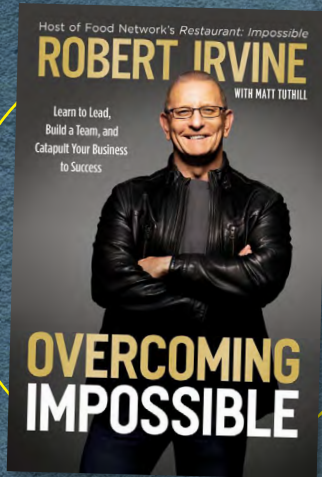


ROBERT IRVINE

MAGAZINE

WINTER 2023

...G IS IMPOSSIBLE



**ROBERT'S
NEW BOOK
PROVIDES THE
ROADMAP FOR
TURNING
YOUR
DREAMS
INTO
REALITY**
**EXCLUSIVE
EXCERPT** PG. 21



ROBERT IRVINE MAGAZINE

NOTHING IS IMPOSSIBLE

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DO THE IMPOSSIBLE

My new book isn't just for business owners and aspiring entrepreneurs, but for anyone who wants to finally achieve their big dream.

I've never put too much stock in New Years Resolutions, probably because I've always been a firm believer that you can make positive change at any time of your choosing. Nevertheless, I'm well aware of the power that a new year has over our collective imagination—the new number on the calendar acting as a clear signifier that the world around us has changed, and we must also change with it to keep pace.

That's why the winter edition of Robert Irvine Magazine has always focused on helping readers make big, positive changes, starting with eating healthier food and getting into an effective and lasting exercise routine. This edition of the magazine provides that, with a new contribution from yours truly: a lengthy excerpt from my new book, *Overcoming Impossible: Learn to Lead, Build a Team, and Catapult Your Business to Success*. This is a book I've wanted to write for years, and in the passage from it beginning on page 21, I think you'll be able to see that it's so much more than a business book, but a guide to changing your mindset to achieve things you previously thought were impossible.

Overcoming Impossible is the book I've always wanted to write, quite simply, because it's the book I've always wanted to read. This

magazine has spent much of its seven years of existence interrogating the most successful people and bravest veterans I've had the pleasure to know, and distilling

their lessons and secrets into actionable advice for the reader. My book does the same thing, only I centered the interrogation squarely on myself: my life sto-



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ROBERT'S LETTER

ry, my businesses, the lessons learned through 22 seasons of Restaurant: Impossible, and the story of how I select my team members. I wanted to get the idea across, as clearly as I possibly could, that building something great is a matter of surrounding yourself with the right people and taking a leap of faith together. That goes for building a successful business, but also successful relationships and a successful life.

The result is just what I set out to do: a book that I hope business owners, managers, and aspiring entrepreneurs will find useful as they look to tackle new challenges and grow their businesses. But upon completion I realized I had written something entirely different than originally intended, having suffused each passage with the mindset that helped me build the life and career I always dream of. That mindset is one you've no doubt heard me talk and write about, the fact that I believe nothing—if your will is truly strong enough—is ever really impossible.

In short, I built the life and businesses of my dreams by having the courage to look in the mirror and be totally honest with the man I saw staring back at me. At any point in my life, if things weren't working out the way I wanted, I had the courage to admit that it wasn't because the task was too



Oh what a lovely day: February 14 isn't just Valentine's Day, it's also the release date for *Overcoming Impossible*.

big, but because perhaps, I wasn't working hard enough or, more likely, smart enough. In transmuting that honesty to the page, I feel that, however this book might be received, I've accomplished something of real value, and whoever encounters the material with an open heart and mind can find real value there, as well.

As you look to get a jump on your goals for 2023, I hope you'll read the excerpt on page 21 and consider pre-ordering *Overcoming Impossible*. I think you'll find unexpected information and inspiration to go chase that next big thing in your life, whatever

that might look like for you, even if your goals are as broad as having more money, more freedom, or more happiness.

That's enough from me. I wish you nothing but the best in 2023 and beyond. Enjoy the issue, and remember the words I live by...

Nothing is Impossible,

A handwritten signature in black ink, which appears to be "R. Irvine".

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REGRESS TO PROGRESS

Sometimes a couple steps back can provide the key to moving forward.

BY STEVE WRONA, C.S.C.S., CPT

All human movement is built off a handful of foundational movement patterns which are needed to remain healthy and functional as we age. But what do we do when we lose the ability to perform such fundamental movements? Is there a way back to health or are we doomed to a gradual decline in our physical health with increased pain and decreased mobility?

From the moment we are born, our quest for physical literacy begins. We wiggle, we crawl, we play, and we gradually progress to the point where we can walk, run, squat, jump etc. Babies inherently understand this gradual progression. By the time we are young toddlers we can easily perform a deep squat, lunge, backbend, overhead reach, you name it. So why do we lose these abilities as we age? Well, we stop

practicing them.

The key to preventing age-related declines lies in retaining good posture, joint health, muscle balance by maintaining full func-

tion of these fundamental movements through dedicated practice. But what if you've already lost the ability to do these movements? What do you do then? You can't



The deadlift is a form of the hip hinge, and is crucial to maintain strength and mobility with age, but if you've been sedentary for a while, you shouldn't start with a loaded barbell. Here, Steve Wrona provides the proper progression to get you up to speed.

TRAINING: PRO TIPS

just squat if it hurts your back and knees. You can't do pushups with shoulder and neck pain. You probably can't deadlift if you can barely tie your own shoes. For these reasons, many people who have lost the ability to do these fundamental movements simply stop doing them. It's easier to use the leg press and the chest fly machine than it is to try and correct muscle imbalances and develop true joint stability.

Arguably, an even bigger issue is that those who have lost the ability to do these patterns correctly still do them anyway, albeit incorrectly.

Others get under heavy barbells to boost their ego. Ask a 20-year-old male to do a kettlebell box squat instead of his 200-pound barbell squat (which he does with poor form), and he may quickly lose interest. There are also those who have decent form and technique but are stuck using limited ranges of motion because of tight muscles or instability. All of these cases can be helped by going back to basics, correcting imbalances, and like an adult infant, learning through gradual progression how to properly perform these movements. This can be a difficult undertaking

and usually needs to be done with the guidance of a professional coach, but here I will help you understand four of these basic movements and give you some simple exercise progressions for each one so that if you've lost the ability to perform them you can regain the strength and stability to do so.

The first and possibly most important of these movement patterns for health and longevity is the squat. Everyone knows someone who struggles with the ability to squat down all the way. This could be due to knee pain or pain in the lower back, or simply a lack



The inverted row provides the perfect stepping stone to work up to standard pullups. Click the links throughout this article to view proper form on each exercise.

TRAINING: PRO TIPS

of stability and control over the working muscles. A good squat requires strong and stable hips, knees, and ankles, and the ability to fully flex and extend the lower body while maintaining a neutral spine and good posture through the torso and shoulders. Any single joint issue or weakness could lead to an ugly looking squat. If the ankles aren't flexible, you won't be able to squat down comfortably without lifting the heels. If the knees are weak and unstable, you won't be able to bend down all the way and you may have pain. If the hips aren't mobile and strong, you'll end up rounding the back on the way down which could lead to back pain, or you'll place more pressure on the knees. You also need good posture through the upper body as you descend, especially as you begin to add more load to the squat.

When it comes to fixing a bad squat or learning how to squat as a beginner, it's best to start simple and easy. My favorite exercise progression for building stability and strength in the squat is as follows:

- 1) [Heels Elevated Box Squat](#)
- 2) [Goblet Squat to Box](#)
- 3) [Goblet Squat](#)
(Progressing in Weight)
- 4) [Barbell Squat](#)

Many trainers would add in a barbell front squat before putting the barbell on your back, but I think a heavy goblet squat is sufficient as many people struggle to comfortably load a barbell front squat due to pain in the hands and wrists or tight shoulders and lats.

Beginning with the heels-elevated box squat, we take away any issues that could be created due to tight ankles and we remove tension at the bottom of the movement to take stress off weak joints. Standing with the heels elevated, in front of a box set to a comfortable depth, I encourage my clients to sit back into the hips as if they were sitting down to a chair. They may allow the arms to reach forward as a counterbalance as they come to the bottom of the squat. Then from a seated position (trying to maintain tension in the hips and good posture) I have them stand upright and let the arms fall back to their sides. I always encourage the hips to lead the way and ask them to try to reach their hips back as they gradually bend the knees to a comfortable seated position.

Before progressing to the goblet squat to box I make sure my clients have addressed any ankle mobility issues that they may have by implementing an ankle mobility routine a few times a week if needed. I also progress within this first exercise by simply lowering the height of the box. Once the client can sit so that their knees bend to at least 90 degrees and the femurs are parallel to the floor we can begin to add weight by progressing to the goblet squat to box.

The only difference here is that they would be holding a dumbbell or kettlebell in front of their chest throughout the movement and when they are ready the heels would no longer be elevated. During this phase of their progression, I encourage them

to use the box less and less until they are comfortable squatting deep and barely touching the box before coming back to a standing position. Once they demonstrate control and stability here, we can progress to the next phase and get rid of the box. Now the focus is set on increasing load and working towards a heavier dumbbell or kettlebell. Based on my experience when a client can perform a set of 10 good looking goblet squats with one third of their body-weight, they are probably strong enough to begin working on a barbell squat.

The next movement pattern that often gives people trouble is the hip hinge, or deadlift. I know plenty of people that are terrified of deadlifts due to a bad experience they have had in the past which injured them or caused them back pain. I also know plenty of people that are on their way to their first injury as I watch them in the gym day in and day out doing rep after rep with heavier loads and not-so-perfect technique. The deadlift is one of the best movements for strengthening the entire body, especially the back of the body and the posterior chain. Proper deadlifting can help eliminate back pain and bolster good posture. Improper deadlifting can be one of the most dangerous things you can do in the gym. Fortunately, the deadlift doesn't have to be so scary. If you're one of those people who has sworn off the deadlift due to bad experiences in the past, there is a way to get yourself back to deadlifting and feeling better than

TRAINING: PRO TIPS



Pushups are another crucial movement pattern that should be practiced regularly, but you may need to start with a few easier varieties before progressing to the standard pushup.

ever. If you're one who's on the verge of hurting themselves but haven't had that bad experience yet, there is a way to bulletproof your technique so that you don't become the next victim. My favorite exercise progression for learning how to deadlift as follows:

- 1) [Glute Bridge](#)
- 2) [Med Ball Good Morning](#)
- 3) [Kettlebell Deadlift](#)
- 4) [Barbell Deadlift](#)

Starting from the floor with

the Glute Bridge, the first step in cementing a healthy deadlift is learning how the glutes and the abs work together to stabilize the spine during hip extension. Many people have back pain with a deadlift because they don't properly engage the core and depress the ribcage as they stand and reach full extension. You can see this during a lockout when someone is leaning back a little too far and have visibly flared ribs. With the ribs flared the lower back flexes at the top and takes more

load than it is meant to. With the glute bridge I have my clients start by lying on their back on the floor with the knees bent and the heels shoulder-width apart. I encourage them to relax the ribcage and take a deep breath in. As they exhale, I tell them to pull in the ribs and press the lower back flat to the ground before lifting the hips and squeezing the glutes until the hips are fully extended. When the hips are up you will feel the abs and the glutes both flexing hard to keep the pelvis in the correct position.

TRAINING: PRO TIPS

Once a good connection is made between the glutes and the core we can move on to the next phase of progression: the front-loaded medicine ball good morning.

The front-loaded medicine ball good morning is a mouthful to say but it's really a simple exercise. In this phase of our progression, we learn to hinge at the hips and tip forward with the chest while maintaining a flat back (neutral spine). To begin, look for a big medicine ball, usually the soft kind that you might see someone throwing against a wall. Hug the ball to your chest and stand tall with the glutes and abs tight at the top. With soft knees, begin to push the hips back as the chest tips towards the floor, keeping an erect spine. As you go deeper, you should feel a stretch begin to build in the hamstrings. Once you reach the point where you have a big hamstring stretch and you can't go any deeper without rounding the back, it's time to flex the glutes and pull with the hamstrings to bring the body upright to the starting position. Understanding this movement is very helpful for having a good deadlift as it encourages a hip hinge while reinforcing the neutral spine and good posture throughout the movement.

The final phase of my deadlift progression before picking up a barbell is a simple kettlebell deadlift. The movement pattern here is almost exactly like the good morning except instead of hugging the load to your chest you are now picking it up off the

floor. Also, the torso may not quite bend as far forward as with the good morning and the knees might bend slightly more. I like to teach the good morning first because when we move to the deadlift, people are less likely to round their back after learning the good morning first. Once you've progressed to the heaviest kettlebell in your gym, or at least a good 70-pound load or so, you are ready to take things to the next level and begin barbell deadlifting.

For the pushup my favorite exercise progression includes the following:

- 1) [Incline Pushup](#)
- 2) [Negative Pushup](#)
- 3) [Pushup](#)

For incline pushups, I start clients out by putting their hands on an elevated surface such as a box or a bench. My favorite way to do an incline pushup is in the Smith machine because you can adjust the bar to many different heights and progressively work your way lower and lower. To determine your starting position, find a height where the bar is low enough to challenge you after a few reps but high enough that you can control your chest all the way down to touch the bar at the bottom of every rep. We want good posture through the shoulders, allowing the shoulder blades to retract at the bottom of each rep while avoiding shrugging and internal rotation (rounding forward). We also want good posture through the hips and the trunk so the lower back isn't sagging down,

and the core is tight and engaged. Once you master a full range of motion for several reps you can begin to lower the bar until you reach closer and closer to the floor.

The negative pushup is next in our progression and is also simple to perform. Negative reps are an excellent way to get the muscles to absorb more force eccentrically (as they lengthen). This technique helps to stabilize the joints in preparation for doing the actual movement and teaches the nervous system the proper movement pattern and joint mechanics necessary for success. Negative pushups emphasize control throughout the full range of motion on the descending portion of the pushup but allows for an easier lift to the top. To perform this exercise, set yourself up in pushup position on the floor and lower slowly until the chest hits the ground. When you've reached the bottom allow the knees to touch down and push back up from the knees. Once the arms are fully extended, pick the knees back up off the floor and begin your next controlled descent. If pushups bother your wrists, I recommend setting yourself up so that your hands are on the handles of 2 dumbbells (hex dumbbells with flat stable edges may help; rounded dumbbells can roll on you). Once you can do 5 or more reps on a negative pushup you can probably begin doing regular pushups.

For the pullup I often recommend going in this order:

TRAINING: PRO TIPS

- 1) [Inverted Row](#)
- 2) Rack Chin-Up
(See description below)
- 3) [Negative Chin-Up](#)
- 4) [Pullup](#)

Inverted rows are also great to do in a Smith Machine because it's very easy to set up and adjust for people of all heights. To begin you would set the bar to a height somewhere between your chest and your belly. Grab the bar with both hands and lean back keeping your body stiff and straight from head to toe as if you were holding a plank. The feet should walk underneath the bar so that you are leaning back and putting tension on the muscles of your back and arms. From this starting position the goal is to pull your chest to the bar while squeezing the muscles behind the shoulder blades. Make sure you extend the arms all the way after each rep before pulling back into the next. To progress this, you can lower the bar slightly and walk a little further underneath the bar placing more tension and resistance on the arms and back. Once you can handle this movement well, we can progress to the rack chin-up.

The rack chin-up changes the angle of the movement and places more emphasis on the lats. This progression also begins to look a bit more like a real pullup, but it is done with your feet on the floor so that you can assist your-

self with your legs as you lift your chin-up and over the bar. There are two keys to this movement. First, you need to set the height of the bar so that when you're hanging vertically from the bar with your arms fully extended and your feet in a squat position in front of you your hips are about one inch off the floor. Instead of leaning back as you

lifting portion of the movement easier. Start underneath a pullup bar while standing on a box if needed. Using your legs to jump up to the top of your pull up you start from the top with a good squeeze and gradually lower your body down until the arms hang to full extension. Stand back on the box, jump back to the top, and repeat for a series of reps.

You probably won't be able to do more than 4 to 8 of these without getting sloppy. If you can then you're ready to try real pullups.

Learning to move properly again is fun and rewarding and developing control over functional movement patterns is key to your musculoskeletal health and longevity. Starting by building a foundation of good stability and control before progressing exercises and adding weights is key to long term success in the weight room and building a body that can perform well into old age.

I believe that our quality of life is determined largely by our physical health, and I would encourage anyone who's having trouble exercising to follow some of these simple exercise progressions to reclaim their freedom and increase their play-span.

Steve Wrona is a Tampa, FL-based personal trainer whose newest client is our very own Robert Irvine. Follow him on [Twitter](#) and [Instagram](#).

Our quality of life is determined by our physical health... simple exercise progressions can be used to reclaim your freedom.

would with the inverted row, you need to remain vertical the entire time and lift straight up as if you were doing a real pullup or a lat pulldown. You can do these with an overhand or underhand grip. Work your way up to doing sets of 10 reps with good control and a good squeeze in the lats and you should be ready for negative pullups.

Negative pullups, much like negative pushups, focus on a controlled descent while making the

THE PELVIC FLOOR WORKOUT

Sure, leaking is common, but it is not normal.
Here's what you can do about it.

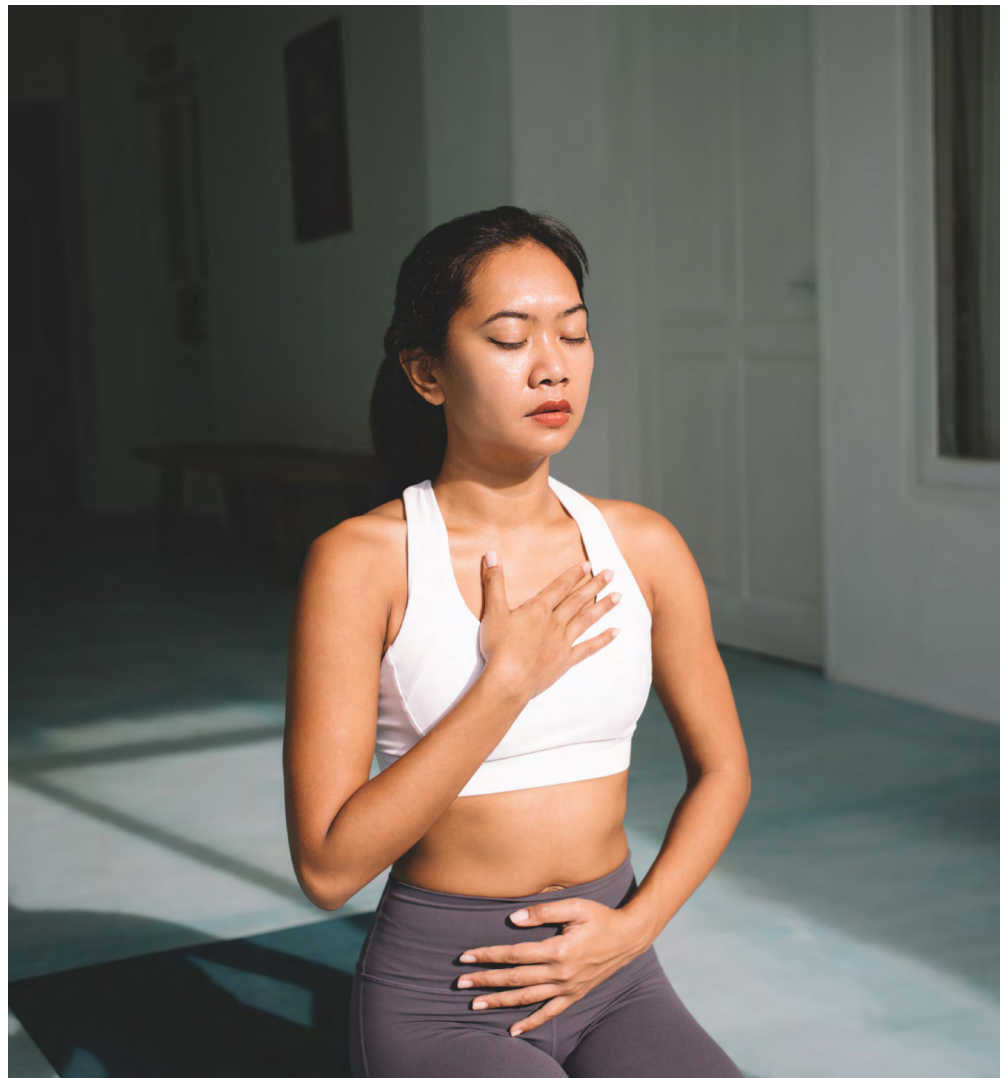
BY BRITTINIE WICK

Unless there's a specific reason to, most of us probably go about our lives without giving our pelvic floor much thought—and when we do, the only way we think we can “fix it” is by doing Kegels.

When you sneeze, laugh, or cough and leak a little urine, you are not alone. It's common to have problems with the pelvic floor, and it can honestly happen to anyone, including men. However, just because it's common, it doesn't mean that it is normal because it's not.

What is the pelvic floor?

The pelvic floor consists of connective tissues and muscles from the tailbone to the pubic bone. These soft tissues are attached to the pelvis. They support the organs associated with the pelvic floor, including the bladder, urethra, intestines, and rectum. If you're a woman, it also consists of the uterus, cervix, and vagina. The best way to visualize the pelvic floor is to consider these muscles at the bottom of the pelvis like a hammock.



Deep belly breathing - also known as diaphragmatic breathing - can help relieve symptoms of Pelvic Floor Dysfunction (PFD).

TRAINING: PRO ADVICE

In addition to supporting the pelvic organs, pelvic floor muscles contribute to sexual health and function, like arousal and orgasm. They also help stabilize the hips and trunk, especially when walking and standing.

Pregnancy and childbirth can weaken these muscles, causing various issues ranging from mild pain and discomfort to pelvic organ prolapse. Although pelvic floor dysfunction is associated with pregnancy and childbirth, it can also occur with age, menopause, repeated heavy lifting, prolonged sitting, or conditions, such as excessive weight, that create pressure on the abdomen.

What is pelvic floor dysfunction (PFD), and how common is it?

When the pelvic floor muscles weaken, they cannot fully support the pelvic organs, which can cause pelvic floor disorders. These disorders can include urinary or fecal incontinence, overactive bladder, and pelvic organ prolapse.

Because the awareness of symptoms and conditions remains low, it's hard to guess how many people have pelvic floor disorder. Many women assume leaking urine during exercise or when they sneeze is a normal part of childbirth or aging, and they often don't seek treatment. Again, although it's

common, it is not normal.

Approximately 1 in 4 women experiences pelvic floor disorders. In the childbearing years, nearly 50 percent of women are affected. Moreover, researchers expect a 70 percent increase in women impacted by PFD by the year 2050 because of health trends like increasing body mass index and chronic constipation.

Furthermore, men often don't think PFD can impact them, but it's estimated that about 16% of men experience this disorder.

Symptoms of pelvic floor dysfunction include:

- Pelvic, tailbone, or low back pain
- Diastasis recti; abdominal separation
- Pressure or heaviness in your pelvic floor
- Hemorrhoids
- Difficulty emptying your bladder or bowels
- Urinary or fecal incontinence
- Pain during sex

The good news, though, is incorporating specific pelvic floor exercises into your overall fitness routine can help strengthen those muscles and reduce the severity of symptoms.

Here are some great exercises, besides Kegels, to strengthen your pelvic floor.

HIP BRIDGE

Bridges are a great glute exercise, but when done correctly, they can also strengthen the pelvic floor muscles.

How to do a bridge:

- 1) Lay down on the floor.
- 2) Place your feet on the floor with your knees bent. Place your arms at your sides with your hands flat against the floor.
- 3) Lift your hips into the air so your knees are bent at a 90-degree angle.
- 4) Stay there for a few seconds, then return your hips to the floor.

PELVIC TILTS



Proper form for a hip bridge: The contraction required to hold this position can strengthen your pelvic floor and relieve symptoms of PFD.

TRAINING: PRO ADVICE



The happy baby pose in practice. Ancillary benefits include increased flexibility and mobility, which is crucial for people working sedentary jobs.

Pelvic tilts help strengthen the core and lower back muscles because it increases hip mobility and helps relieve low back pain during pregnancy and labor. If the exercise is done on a stability ball, it helps activate deep core muscles and targets the pelvic floor.

How to do a pelvic tilt:

- 1) Start on a stability ball, sitting with a tall spine and both feet flat on the floor.
- 2) Inhale as you tilt your pelvic floor forward. Your back will become straight. On the exhale, stick out your glutes so your back will be arched.
- 3) Tuck and untuck your pelvis for about 20 reps while taking a break halfway through.

HAPPY BABY POSE

This yoga stretch can help stretch out the pelvic floor muscles.

How to do this stretch:

- 1) Lay on your back on the floor.
- 2) Bring your knees up toward your stomach so that the soles of your feet are pointing upwards.
- 3) Grab your feet with your hands. You can grab them from the inside or outside.
- 4) Once your feet are gripped in your hands, open your knees so they're wider than your torso's width.
- 5) Lift your feet so they are pointing straight up, and pull them up toward your shoulders. Your ankles should be just above your knees.

MARCHES (TOE TAPS)

How to perform marches:

- 1) Lay flat on your back on the floor.
- 2) Pull your feet in toward your bottom so that your knees are bent.
- 3) Make sure that your core and pelvic floor muscles are engaged. Lift one leg up toward your chest, keeping it bent, while the other leg remains with your foot on the floor.
- 4) Switch your legs. Continue switching legs to create a marching motion.

HEEL SLIDES

How to do a heel slide:

- 1) Lay flat on the floor with

TRAINING: PRO ADVICE

your legs out straight in front of you.

2) Slide one heel up toward your bottom, bending the knee as you do so.

3) Swap legs.

4) Make sure to engage your core and your pelvic floor muscles while doing this exercise.

DIAPHRAGMATIC (DEEP CORE) BREATHING

Not only does diaphragmatic breathing help reduce stress, but it can also assist with the functional relationship between the diaphragm and the pelvic floor.

How to do diaphragmatic breathing:

1) Lay flat on the floor on a yoga or exercise mat. You can also perform the exercise in a seated position.

2) Do a few seconds of progressive relaxation by focusing on releasing the tension in your body.

3) Once relaxed, put one hand on your stomach and the other on your chest.

4) Inhale through your nose to expand your stomach; your chest should stay relatively still. Then, breathe in for 2–3 seconds and exhale slowly through your mouth.

5) Repeat several times while keeping one hand on the chest and one on the stomach.

When to see a professional

Working with a pelvic floor physical therapist is a fantastic

way to educate yourself about your body and sets you up for good long-term core and pelvic floor health. The benefits go much deeper than education, though. Seeing a pelvic floor physical therapist ensures your pelvic floor and core are functioning well.

Here are some symptoms that may suggest it's time to see a professional:

- leaking urine or stool incontinence
- pain while urinating
- seeing or feeling a bulge protruding out of the vagina or anus
- pressure or discomfort in the pelvis
- problems with having a bowel movement
- difficulty emptying the bladder or bowels completely

The Bottom Line

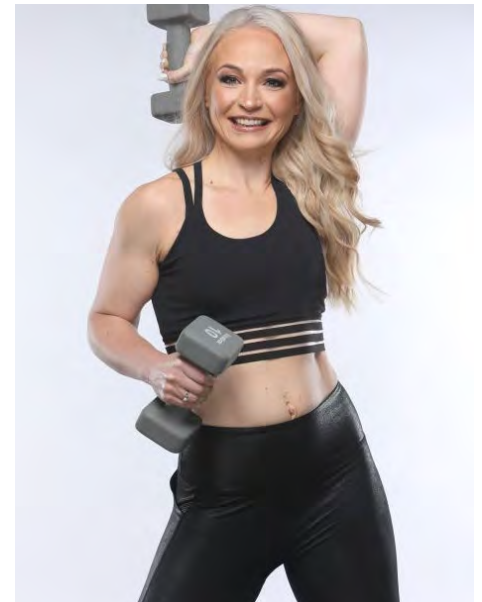
Even if you feel fantastic post-baby and your pelvic floor feels like it's "back to normal," the stress of pregnancy and birth alone can affect the strength and endurance of your core and pelvic floor muscles, which could lead to some of those issues down the road.

Adding pelvic floor strengthening exercises into your fitness routine is an excellent way to workout these muscles and boost your overall health. It's crucial to always focus on form and engage these muscles each time you do an exercise.

If you're new to these exercises or want extra help, consid-

er working with a pelvic floor physical therapist. They can recommend specific exercises and ensure they are done correctly.

Finally, if your symptoms interfere with daily activities or seem to get worse, consult your doctor.



About The Author

Brittinie Wick is a health and fitness coach that specializes in pre-and post-natal and women's fitness. Her mission is to empower all women, through fitness and nutrition, to gain confidence, lose weight, and celebrate the feeling of strong and sexy.

Grab Brittinie's "Healthy at Every Age" guide right [HERE](#). This ebook is aimed at people just like you, who want to live their BEST, MOST ACTIVE life, starting TODAY and continuing deep into the future!

Visit brittiniewick.com and find Brittinie on [Facebook](#), [Instagram](#), and [LinkedIn](#).

IN THE KITCHEN: CLASSIC RECIPE

CURRY GRILLED CAULIFLOWER

YOU'LL NEED

1 head cauliflower, cut into medium steaks
1 tbsp curry powder
1 tbsp cumin
3 tbsp grape seed oil
2 cloves garlic

MAKE IT

1) In a large mixing bowl, add curry powder, cumin, garlic cloves, and grape seed oil.
2) Add cauliflower to marinade. Cover and let stand for about 24 hours.
3) Season cauliflower with salt and pepper, and place on a medium grill. Cook for approximately 8 minutes on each side or until cauliflower is cooked through.

SERVES 2

THE MACROS

CALORIES: 254
PROTEIN: 6 g
FAT: 21 g
CARBS: 15 g





CARROT APPLE BEET JUICE

YOU'LL NEED

3 carrots, peeled
1 apple, peeled
3 ribs celery
1 cup kale
1 cucumber, peeled
1 red beet, peeled

MAKE IT

1) In a juicer or blender, add all ingredients.
2) If you have a juicer once all vegetables are juiced simply serve.
3) If you have use a blender you will need to add a small amount of water and pass the juice through a fine meshed strainer prior to serving.

SERVES 2

THE MACROS

CALORIES: 159
PROTEIN: 5 g
FAT: 36 g
CARBS: 1 g

IN THE KITCHEN: CLASSIC RECIPE

ROSEMARY & GARLIC PORK LOIN



YOU'LL NEED

1 ½ pound pork loin
3 cloves garlic
2 tbsp grape seed oil
2 tbsp extra virgin olive oil
2 sprigs rosemary picked and chopped
1 cup Dijon mustard
1 tbsp fennel seed, roughly chopped
1 tbsp ground cumin
1 tbsp kosher salt

MAKE IT

1) In a food processor, add garlic, rosemary, Dijon mustard, fennel seeds, cumin, olive oil, and grape seed oil, and puree.
2) Coat pork loin with mustard and herb mixture.
3) Place pork loin in a 400 degree oven for 30 minutes.
4) Drop the oven temperature to 325 degrees and cook for another 45 minutes.

5) Internal temperature should be 135 degrees, allow to rest for approximately 15 minutes prior to serving.

SERVES 4

THE MACROS

CALORIES: 308
PROTEIN: 30 g
FAT: 20 g
CARBS: 0 g

LET'S HELP OUR HEROES

Text GIVE to 813-536-5006



The Robert Irvine Foundation is a not-for-profit organization dedicated to enriching the lives of our military personnel, first responders, and their families. 100% of all funds raised go directly to those who need it most. To learn more about Robert's commitment to our military and first responders, please visit RobertIrvineFoundation.org



EXCLUSIVE FIRST LOOK: OVERCOMING IMPOSSIBLE

The following is an excerpt from Robert's forthcoming book,

Overcoming:

Impossible – Learn to Lead, Build a Team, and Catapult Your Business to Success. It is available for pre-order now, and releases everywhere on February 14, 2023.

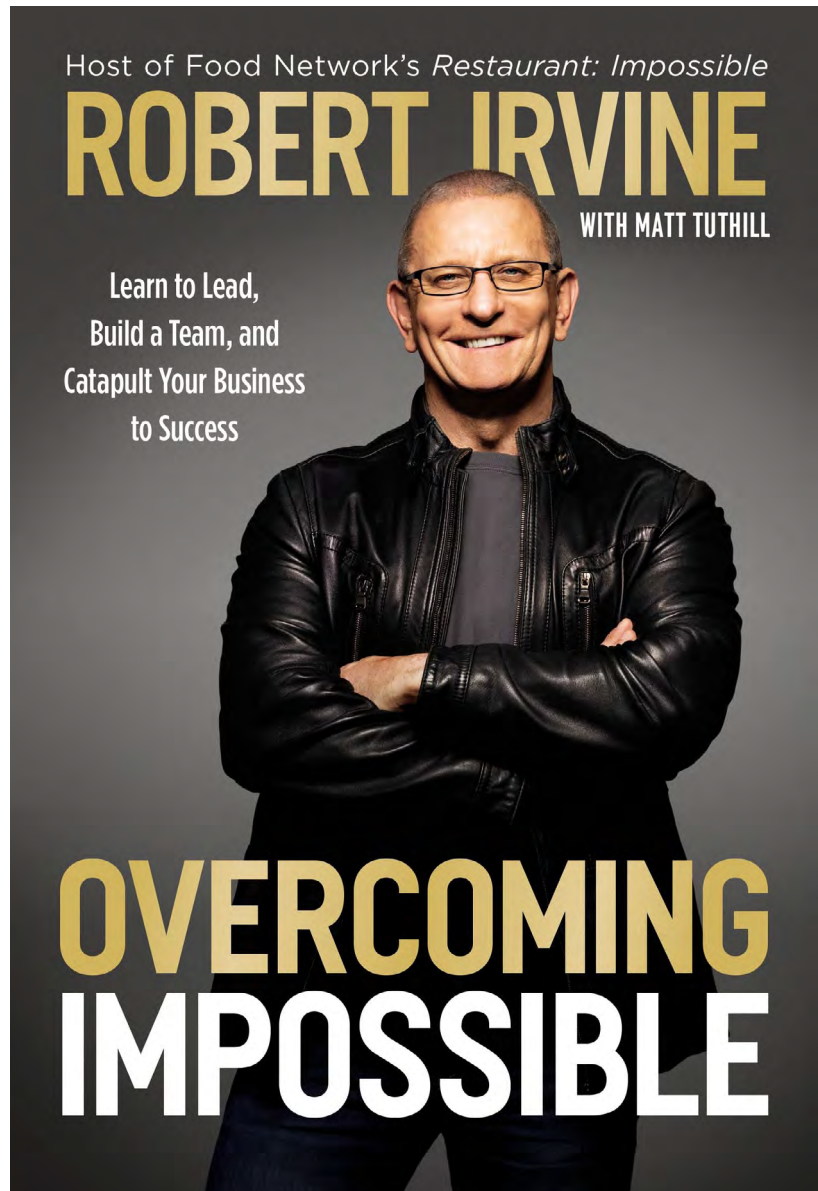
MISE en PLACE

Why this old chef's mantra applies to every project you undertake

Every culinary student learns the words *mise en place*. Translated from French, they mean “putting in place” or “everything in its place.”

In culinary school, it refers to the essential prep that every student needs to do: all recipe ingredients measured out, ready to be incorporated into the dish before you begin. Every cooking show you've ever seen does this—you know, those neat little glass bowls with a teaspoon of this and a tablespoon of that. Of course, there's a wide gulf between doing this in theory in an educational setting and doing it every day in a busy restaurant.

In the worst-run restaurants, you'll see that much of



Pre-orders for *Overcoming Impossible* are live. Reserve your copy [HERE](#).

mise en place is skipped. I encounter this all the time on *Restaurant: Impossible*. The cooks will always have excuses, and of course all of them are bullshit. Because I've got news for you: The forty-five-minute delay that

FIRST LOOK: OVERCOMING IMPOSSIBLE

you encountered at that restaurant that you—of course—never went back to? It didn't happen because the restaurant got too busy. It happened for one of two reasons:

1. The owner tried to cut costs by keeping fewer cooks on.

2. The kitchen just wasn't ready because they didn't take their prep far enough.

It doesn't matter what you order. You shouldn't be enduring an interminable wait to get your food. "Well, it takes a long time to put a well-done steak on the plate," the cook will whine. Again, nonsense. The best restaurants will have a couple of steaks already cooked to medium at the ready that just need to be brought up to temperature.

Having everything prepped and in its place also makes work conditions safer. This is crucial in restaurants because kitchens are hot, noisy, dangerous places. There's fire. Boiling oil. Sharp blades. These are the hazards of the job, hazards we gladly accept because we're undertaking a labor of love. Every industry has its own unique hazards. If, at the end of the day, you're able to add them all up and say it's still worth it, then you're in the right place.

Of course, you still work to mitigate the risk. This is universal. In

the kitchen, fewer cooks running around trying to fetch items from the pantry means a lower chance of a dangerous accident. It doesn't take much imagination to extrapolate this scenario into the wider business world. For instance, the more research you can do before crunch time, the better your big presentation is going to be. The more applicants you interview, the lower your chances of landing a dud, and

"Prep isn't just a necessity for restaurants, but businesses of all kinds. Creating a seamless experience can be the difference between having a one-time customer and a lifelong one."

the higher your chances of landing an all-star. The more time you can spend digging into the prospects of any investment, the better off you'll be.

MISE EN PLACE RESTAURANT: IMPOSSIBLE CASE STUDY

Park Vue Soul Food Bar & Restaurant

Disorganized kitchens are a hallmark of Restaurant: Impossible, so I had plenty of examples to choose from for this case study. But few of those examples illustrate the point as well as the most egregious case I've come across: Park Vue Soul Food Bar & Restaurant in Buffalo, New York.

Situated in a residential neighborhood and only open Friday through Sunday, Park Vue was more of a

part-time hobby for the co-owner tandem of Harrita West, a full-time banker, and her mother, Schenita Williams, a full-time teacher. But this was a hobby that lost a bundle of money and caused a ton of stress; it was \$100,000 in the red—almost all of that being Schenita's retirement fund—with no hope of a turnaround. Harrita estimated that the restaurant had six months of runway left before it faced permanent shutdown.

Park Vue looked like a run-down banquet hall, a soul food restaurant without any soul. Worse, the food wasn't any good—and that was when you could get your hands on some. Wait times for simple dishes like fried ribs, fish, and mac and cheese were thirty minutes on the low end, and often pushed closer to an hour. How the hell is that even possible? Because prep didn't even begin

FIRST LOOK: OVERCOMING IMPOSSIBLE

until an order came into the kitchen. Not only did the cooks have to rummage through cupboards and fridges to get what they needed, but the kitchen was set up for failure, with Harrita and Schenita bickering over who was doing what, with no system of organizing tickets—which were frequently lost, resulting in customers getting the wrong order or nothing at all.

The disorganization extended beyond the kitchen, with Harrita haphazardly storing bills in shoeboxes. “You’re a banker!” I said in shock. “If you went into the bank and asked yourself for a loan, would you give yourself one?!” Humbled, Harrita admitted, “Absolutely not.”

It was painful to see because Harrita and Schenita were two of the most delightful owners I’ve met, with a deep desire to give back to the low-income community where they lived. Indeed, Park Vue should have been a neighborhood cornerstone, not the forgotten curiosity it had become.

I helped them develop a plan to advertise with the seven area churches, tithing back 10 percent of the proceeds they got from congregations coming in after Sunday service. With a menu revamp, renovation, and a bit of training on the benefits of prep—along with hiring some experienced kitchen help—they were well on their way to turning Park Vue into everything it could be.

“Prep is the most important thing you can do in any business,” I told Harrita. “If you prep

correctly, service is a breeze.

During the grand reopening, patrons didn’t wait an hour for their meals. The low-end wait time was trimmed to a mere four minutes, which, for the kind of food Park Vue offered, was about right.

As I wrote earlier in this chapter, prep isn’t just a necessity for restaurants but businesses of all kinds. When your customers walk through the door, they should be able to get what they came for quickly and easily. Creating a seamless customer experience is often the difference between having a one-time customer or a loyal one who will return for years to come. In short: Be ready. You don’t want to have to get ready,

and your customers won’t wait for it, either.

How I Go Big

Why the growth of your business shouldn’t send your operation into a frenzy

If you come into my kitchen at service time, it’s always going to look the same. People moving with speed and purpose, but nobody running around looking crazed or lost or trying to do a million things at the same time. This is true if we’re cooking for fifty people, five hundred, or five thousand (as we’ve done at a few troop benefits). Cooking for more people is obviously more work, but most of that work is absorbed in the prep phase and



Robert coaches restaurant owners during an episode of *Restaurant: Impossible*. With *Overcoming Impossible*, Robert distills the lessons from over 300 episodes of that show to help readers avoid common mistakes in building their businesses.

FIRST LOOK: OVERCOMING IMPOSSIBLE

responsibly disbursed by my executive chefs to line cooks and sous chefs, who they've trained to deliver the same product every time.

I mention this not just because I take great pride in the harmony of the kitchen no matter how big we go, but because there's a lesson here for all businesses. Scaling up should not be a question of forgoing sleep and putting in endless hours as the deadline approaches. Once you've truly mastered your craft, you'll be able to take the goal and break it down into manageable tasks that can be delegated to team members who may not have mastery but do possess competence.

Here are some of the biggest mistakes I've seen restaurateurs make. Again, you needn't be in the restaurant industry to see the parallels to every other type of business.

Their menus are too big, forcing them to keep more inventory, increasing the risk of spoilage and waste, which in turn leads to...

Panic shopping, where members of the kitchen staff will have to go out to shop at local markets and grocery stores to get enough fresh protein and produce on hand for that day's service.

Lack of weekly prep,

which increases the time it takes to get a plate in front of a diner.

Their recipes are not written out, which hurts consistency of the product delivered to the table; this problem increases exponentially as staff turns over and institutional knowledge is lost.

Recipes are not tasted regularly after being initially delegated by the

executive chef. Recipes need constant inspection, tasting, and visual examination as ingredient quality can vary and sourcing can change with the seasons. Produce, of course, can vary wildly in terms of taste, freshness, and size (don't say a recipe requires two apples or one onion when "½ cup chopped" is a much more accurate measurement), but



Listeners of the audio version of *Overcoming Impossible* will be treated to exclusive bonus content; it ends with a conversation between Robert and co-author Matt Tuthill where they discuss the origins of the book and provide further insight into key chapters. Pre-order it [HERE](#).

FIRST LOOK: OVERCOMING IMPOSSIBLE

proteins also have a wide amount of variance as no two cows, pigs, or chickens are ever exactly alike.

- There are too many conflicting egos. It's hard enough when you've got a tyrannical owner or executive chef. Now imagine you've got both, as well as an egotistical bartender, host, and server. It's enough to sink even a restaurant that people love.

Each mistake hurts the business in its own unique way, yet there's a common thread that runs between all of them: lack of foresight. In each situation, the owner has chosen to forgo action that could put the business ahead and instead decided to take things day-to-day, treading water and only addressing the most immediate concerns. This might work for a while, but it would only take a single, unexpectedly busy day to break the operation.

Ten times out of ten, I would always choose to be overprepared than risk just scraping by or failing a stress test. When my chefs go in to prep for a massive event—such as the aforementioned troop benefit to feed a few thousand—the prep phase begins months in advance with designing the menu, pre-planning purchase orders for all the food we'll need (which requires a lot of math, hence all my chefs are pretty good at handling a spreadsheet), and securing enough kitchen volunteers to get all the prep work done.

By the time the day arrives, the prep has paid off and has all been worth it. An army of volunteers works with precision and harmony, and it's truly breathtaking to see all the plates go out and watch such a large number of people all receive

hot, gourmet food in a matter of minutes. That's where the right prep can get you. Thousands fed in seamless fashion. Harmony out of chaos.

Now, let's focus on the last item on the list—conflicting egos.

My name is on the ticket and the menu, my face is on the billboard, and the recipes are mine, hence it's a “Robert Irvine” event. But let's not be ridiculous. I've illustrated that you can't do this kind of work by yourself and shown how many helping hands and skilled lieutenants you need to pull it off. So when I step into the kitchen on the day, I don't say to my executive chefs, “OK, I'm here, so you can step aside now.” I say, “How can I help?” And I mean it—if there's something that needs prepping or taste-testing to help keep us on schedule, I'm at their disposal.

So many leaders would think that a move like that would be a sign of weakness. Bullshit. Checking your ego and not being threatened by your subordinates is not only a sign of strength; it's a vote of confidence in the people you hired that empowers them and invests them in the outcome. When they succeed because you put them in a position to succeed and then got out of their way, they become more self-assured, ambitious, and—best of all—more capable of handling bigger and bigger projects. I cannot impress upon you enough how important it is that as you scale your operations, you're giving your lieutenants room to learn and grow. They will be your most valuable assets going forward. Be certain to treat them as such.

Training staff for restaurants is

more than a matter of making sure that each cook possesses the necessary skills for a specific job. You also need to make sure they can pay attention—specifically to the unique nature of every new batch of ingredients that's delivered. Take steak, for example. We know that no two steaks are ever exactly alike. You might be purchasing the best of the best—Kobe beef or USDA prime—but each one of those pieces of meat will have its own unique marbling, texture, and, ultimately, flavor. The same goes for a head of lettuce, a basket of mushrooms, or a bushel of corn. These differences can sometimes be subtle, and they can sometimes be significant. What the well-trained cook recognizes is that all these differences are meaningful and that all of them can be worked with. The effect of an inferior product can be mitigated. The effect of a superior product can be enhanced. What matters in the end is the overall dish.

Customers will never see what the cook had to do to bring them the final plate—be it staying out of the way of the perfect cut of meat or working their ass off to make a subpar cut more palatable. All they see is the finished product. This has a direct analog in every other type of business, and I'm certain that learning to be flexible in the face of so many variables in the kitchen is what made me a better businessman. The ability to see obstacles not as a random occurrence of misfortune but as an opportunity to learn, grow, and improve is essential if you're to have any hope of succeeding in the long term.

ADVICE: GET SMART ON MONEY

Fiduciary Christopher T. Ruggiero doesn't believe in trying to make a quick buck for a client; he focuses on creating and implementing a long-term plan based on a client's specific financial goals and objectives. Here, he provides a guide to establishing a portfolio of investments for success—even if you have very little money to start, save, or invest.

INTERVIEW BY
MATT TUTHILL

ROBERT IRVINE MAGAZINE:
You're a Fiduciary. Can you explain the difference between a fiduciary and an advisor or broker?

CHRISTOPHER T. RUGGIERO:
Investment Advisor Representative (IAR) is a fiduciary held and bound to do what is in the best interest of the client, to make the most prudent choice given the clients objectives. Advisors get paid an annual



"It's never too late and it's never too little to start saving and investing," Chris Ruggiero says. Follow Ruggiero Investments on [Instagram](#).

fee or percentage, which is usually based on the amount of assets that are being managed. A Fiduciary (IAR) is not paid commissions on trades in the portfolio. When you take on the role of fiduciary, you must act in a prudent manner given the clients risk tolerance. Brokers and advisors that are not licensed as a fiduciary (IAR) have an incentive to place multiple transactions which generate and earn multiple commissions every time a trade is placed. As a Fiduciary, our goal and priorities are always focused on what is in the best interest for the client... with no other incentive. Our mission is to develop a roadmap to their financial destination and if we hit detours along the way we reroute the plan to stay on course.

RI: There's been a lot of volatility post-covid, especially in crypto and NFTs. Do you see an opportunity to scoop those things up cheaply at this point or do you avoid them?

CTR: I've been in the business over 20 years, I have 9 securities licenses and 2 insurance licenses, and I am familiar with a lot of different products available in the market. The reason I bring that up is because Crypto is fairly new to the market the last few years and lacks the governing. We focus on equities, publicly traded companies and

we stick to what we know, which is the US market, fixed income bonds, and things like that. We believe in a long-term approach in the market and look at investing that you need at least 3-5 years to allow your money to work in equities. Throughout the history of the stock market, it has shown that the market rewards patience. You cannot time the market; it's about time in the mar-

“When you're in a good position—invested in healthy companies—you don't need to overly concern yourself with the big swings in the market.”

ket. When Covid hit, March 2020, the Dow dropped below 19,000. We saw some big swinging days of over 1,000 points. You had a lot of people staying home, found some interest in the stock market, what followed was a wave of new investors dipping their toes in. People saw some gains in a short period of time and thought this was a way to make a quick buck. With apps like Robinhood, you had a lot of people jumping in blind and that contributed to the swings. What we did was put our clients in the best position to weather those swings and come out on top in the long run.

RI: So many people living paycheck to paycheck think they can't afford to save; they need the cash badly. What do you say to them?

CTR: When it comes to saving generally, start small. If you're getting paid weekly, trying to put away a big chunk every week—only to then have to take it out—you're not doing yourself any favors. It's to your benefit to pay yourself first.

Put something small away, just like you're paying a bill. You've got to put your money to work for you, no matter how little it is. Because when interest compounds over time, it can add up – For pre-tax IRA's and qualified accounts it's money you would have had to pay on taxes on upfront that you now have working for you, and it adds up

over time. Your distributions will be taxed, but you can wind up with a very nice nest-egg or chunk of change in retirement that otherwise would have been hard for you to save or plan for.

RI: What's the difference between investing and trading?

CTR: Investing is knowing that it's going to take some time and to choose positions that can yield growth or value over time. Trading is moving in and out of a position in a short period of time. In a day trading situation, you're back to cash at the end of each day. When

CHRIS RUGGIERO

you're investing, you can't completely ignore volatility or wild swings, but if you're in a good position, meaning you're invested in healthy companies that are providing real value, you don't need to overly concern yourself with the big swings.

RI: Why don't we teach basic financial literacy in high school?

CTR: That's a good question I don't know, but that's what I'm working on now with the school district. I'm on the advisory board for the local school district and financial literacy is a big concern of mine. We want to get kids to

understand how to balance a checking account, and how to understand and build credit; we all were taught don't get a credit card too young because you'll get into trouble, but establishing credit the right way early on can put you at an advantage by the time you are in your early to mid 20's... so the real solution is it should be used in a responsible way. It's another teaching tool. Additionally, the power of investing early on. Putting money to work in the market instead of spending it on expensive clothes or going out partying and how it will benefit you by investing it.

RI: A final piece of advice?

CTR: It's never too late and it's never too little to start saving and responsibly investing. In contrast, it's never too early to buy a life insurance policy and begin estate planning to make sure your loved ones are taken care of. You can start by calling a financial advisor. Of course you can always call me.

Christopher T. Ruggiero is the Executive Vice President of Ruggiero Investments, a Registered Investment Advisory (RIA) firm. Email him at christopher@ruggieroinvestments.com or call 800-777-4726. Learn more at: ruggieroinvestments.com.



Ruggiero investments Executive Vice President Chris Ruggiero, right, and his brother, President Thomas W. Ruggiero, walk outside the company's office in Port Jefferson, NY. The company was founded by their father, CEO Thomas A. Ruggiero, whose vast experience includes time with companies like JP Morgan Chase and Citibank.

INTERVIEW: GREG SCHEINMAN

With his new book, *The Midlife Male*, Greg Scheinman embarks on a mission to help middle-aged men stop chasing the wrong things, focus on what's meaningful, and wind up having more money, fun, and sex than ever before. His solution is simple, but far from easy. Read on for a taste of what it entails, and order *The Midlife Male* [HERE](#).

INTERVIEW BY
MATT TUTHILL



ROBERT IRVINE MAGAZINE: Your book, *The Midlife Male*, starts with you asking the reader to have this moment of self-acceptance; get in front of the mirror, drop the towel, stare at everything, accept everything. I kind of get intrinsically why that works, but I want to know why you think it works and also it's such a hard step. Does it have to be step number one and why?

GREG SCHEINMAN: I think it's so difficult for men in particular because we don't spend a whole lot of time or feel comfortable being

uncomfortable and really thinking about what's most important to us and what matters most and stripping away the traditional kind of metrics for success, which, for a guy, is salary and title. We're going to go to school and then we're going to get a job and then we're going to get married and we're following these paths. But when do we take the time to really stop and think about what it is that we really want? What do we want our

life to look like? What does success really look like for us? You have to start there because until you know what's most important, how do you go from there? Until you know where you're going, how are you going to get there? How do you develop your plan—your life by design—until you really answer those questions? You've got to take that look in the mirror and look at yourself first, and you've got to look inward before you look outward.

Follow Greg Scheinman on [Twitter](#) and [Instagram](#) and be sure to check out his podcast, [Midlife Male](#).

INTERVIEW: GREG SCHEINMAN

The reality of it is, I didn't do that for a long time. I followed all the other paths and they didn't work out so well. They didn't feel authentic, they didn't feel genuine, they didn't result in success that I was feeling—even though from the outside looking in, it looked great.

RI: The midlife crisis cliché of the sports car and the floozy on the arm after the divorce, that's where this comes from, right? The failure to have this moment of honesty? If you don't have that, you run out and grab the flashiest things that you think will signal to others that everything's okay.

GS: Yeah, I think chasing authenticity where authenticity doesn't exist is exhausting. It really is. This accumulation of things, whether it's retail therapy, whether it's cars, whether it's watches, whether it's monetary success, whether it's what you're wearing, you know, the grass is always greener mentality. Those clichés and those stereotypes are unfortunately true with good reason, because the majority of men are falling into those traps. And in a lot of cases they over-index. I talk about the over-indexing trap. They over-index at work, chasing these things at the expense,

again, of what real success, what real happiness looks like.

But I'm also big believer, clearly, that you can change at any age, at any stage, and at any time. I know really old 30-year-olds. I know really young 60-year-olds. I don't think there's a specific time or a specific tipping point where it happens to all guys. I think it's different for all of us. The real big question is how do we work ourselves through

“One of the things I've learned is: Today is that day... Make one change today. Swap a soda for water. Give your wife a kiss. Go for a walk.”

it and how do we work ourselves out of it?

RI: The term over-index, that sounds like a financial term that is being brought to bear in some other kind of use here. Can you break that down? What you mean by over-index?

GS: One of the things I talk a lot about is that you should run your

life like you run your business. For men in general, they understand or have a better understanding of how to run businesses and they over-index. What I mean by that is they spend more time operating and running their businesses and looking at the metrics of that quantifiably, more objectively, even more passionately there. And they wouldn't accept underperforming months, quarters. They would act

to change it and to become more successful, if you will. More profitable, more efficient, more effective. They will look at and use those words and those terms in business all the time, but more often than not, they're not using the same frameworks to run their life.

What you want is a more balanced portfolio—another business term—of assets and their allocation. Just like you wouldn't own one stock, you wouldn't put all your eggs in one basket, this is where my success concept came from. Instead of salary and title being the metric or definition of success for men, what if it was more holistic? That's how I developed my six F's and what I work on with men today; it's how do we turn our F's into A's to live the life we deserve? My six F's are family and fitness and finance and food and fashion and fun, and

INTERVIEW: GREG SCHEINMAN

identifying what's really important to you and what does balance look like in that regard? You can be a lot wealthier and feel a lot better with a more balanced life portfolio.

RI: Before you had that moment of honesty with yourself, what did your life look like? What was the kind of stuff you were going after?

GS: Instant gratification, retail therapy, appearances, what other people thought, doing things for either the financial reward, the praise, the acceptance, going along to get along, more of the herd men-

talities, the group mentality.

You get really caught up in kind of conformity, which can become redundancy and complacency and being in situations and circumstances that don't necessarily feel genuine and the best for you, but they're hard to get out of. But they don't fulfill you so now you're drinking a little bit too much and you're staying out a little bit too late, and you're not getting up and going to the gym like you wanted to in the same ways because you're in these scenarios, circumstances, and situations where you're not the one

really steering the ship. You're not the one really designing your days and your life. You're just kind of going along with it and before you know it, five, 10, 15 years can pass you by that way.

RI: You literally just took the next question out of my mouth with the mention of not getting enough sleep. My wife and I do that a lot because we just feel like we need a break—you sit up, watch a show, have a drink. There's no knowledge gap here. We know we should be getting to



What really matters to Greg Scheinman? The F's. "For me, it's family and fitness and finance and food and fashion and fun, and identifying what's really important to you and what does balance look like in that regard? You can be a lot wealthier and feel a lot better with a more balanced life portfolio."

INTERVIEW: GREG SCHEINMAN

bed so that we're rested so that we can work out in the morning. How do you break that cycle?

GS: Probably the top thing that I hear from guys that even reach out to me is that, "Man, I know what the fuck to do; I'm just not doing it." Why not? As guys, we also talk about consistency. Like, "Oh, I'm not consistent in this area, or that. You're consistent, but you're just consistently making poor choices, and you know the better ones and you continue to make the same choices over. So how do we give you the tools and the confidence and the security and the supports to start making better choices?

The answer is to start small. If you've been drinking 10 Diet Cokes a day for 10 years... you could stop cold turkey or say I'm going to swap one of them out for water. And we're afraid a lot of ... Where am I going to find my support? Where am I going to find my friends? How do I even get started? When do I get started? It's never the right time, so when do I do it? And that's a lot of this stuff that is in the book, and it led me down that path to figure out how, and these were topics and subjects that I wanted to explore. So what did I want? I wanted to talk to guys that were smarter than me and that seemed more successful to me and seemed like they had it figured out, and that's how the podcast started.

So what I've learned is: Today is that day, and I say that all the time. One of the things that I really wanted to do with the book was make it a book to that effect that anyone could pick up, open any page, really, and get one thing at least out

of it. You don't have to read it cover to cover, or even in its entirety. You should open it up from anywhere and get something that hopefully can help you, motivate you, inspire you that you can learn from because what's the thing that you can do if you are stuck? I think you've got to simplify it. Make it one thing. Seriously, swap one soda for water. Give your wife a kiss in the morning before you go off to work when you've taken her for granted

for the last year or something. Take one thing. Go for a walk. Read five pages or one page of a book. People are overwhelmed. People that are stuck, they get this kind of paralysis by analysis. Just pick one thing, whatever it is. And make it small, make it manageable. That adage about 1% better every day? It rings true. If you keep doing it every day, the compound interest effect is astounding how much progress you can make.



Scheinman has been married to his wife Kate for more than 20 years and credits her as the inspiration for making positive changes in his life. "Every problem I've had is my fault," he says. "Every success is shared."



AS SEEN ON TV

**RECIPES FROM THE ALL-NEW
SEASONS OF
RESTAURANT: IMPOSSIBLE**
WATCH FULL EPISODES [HERE](#)

AS SEEN ON TV

Ribeye with Blue Cheese Mash

From the episode, "A Mother's Guilt"

SERVES 4

YOU'LL NEED

FOR THE BLUE CHEESE MASHED POTATOES

4 Russet potatoes, peeled & diced
1 lb butter
2 cups heavy cream
4 oz gorgonzola blue cheese, crumbled
1 cup sour cream

FOR THE PORT WINE JUS

1 cup bacon, diced
2 shallots, diced
6 cloves garlic, minced

2 oz port wine
3 oz balsamic vinegar
1 bunch rosemary
1 qt beef stock
4 oz heavy cream

FOR THE RIBEYE

4 Ribeye steaks, 16 oz each
1 lbs green beans blanched
1 lbs cremini mushrooms, quartered
1 bunch chives, sliced

MAKE IT

BLUE CHEESE MASHED POTATOES

1) In a large stock pot with seasoned cold water, add peeled diced potatoes.

2) Bring the potatoes to a boil, allow to boil for 5 minutes.
3) Drop down to light simmer and allow to cook for about 15 minutes, or until the potatoes are cooked through. Strain into a colander.
4) Add heavy cream, blue cheese, and butter into a sauce pot and bring to a simmer.
5) Pass the potatoes through a ricer.
6) Using a wooden spoon, incorporate heavy cream and butter mixture. Add sour cream.
7) Finish with salt and pepper and set aside/keep warm.



AS SEEN ON TV



PORT WINE JUS

- 1) In a sauce pot over medium heat, add bacon and allow to render. Cook the bacon for about 3 minutes.
- 2) Add shallots and garlic and allow to cook over medium low heat for about 3 minutes, or until shallots and garlic is translucent in color.
- 3) Deglaze the pan with port wine, balsamic vinegar, and rosemary.
- 4) Add beef stock and bring to a light simmer. Finish with heavy cream and remove rosemary.

PLATING

- 1) Pre-heat oven to 400.

- 2) Place a medium stock pot of salted water on high heat and bring to a boil. Place the green beans into the pot and cook for 3 minutes until tender. Remove the green beans from the water and place into ice water to cool down.
- 3) Season the Rib eye with salt and pepper.
- 4) In a skillet over medium-high heat, add grapeseed oil and steaks. Sear steaks for about 5 minutes on each side.
- 5) Remove steaks from the sauté pan and place on a baking sheet.
- 6) Place the steak in the oven and allow to cook for approximately 6 minutes for medium

- rare, or until the steak reaches your desired temperature.
- 7) In a separate sauté pan over high heat, add mushrooms and allow to cook for about 5 minutes or until dark brown in color. Add blanched green beans; season with salt and pepper.
- 8) Scoop a serving of blue cheese mashed potatoes onto a plate.
- 9) Top potatoes with mushrooms and green beans.
- 10) Remove steaks from the oven and place on top of the mushroom and green beans.
- 11) Finish the steaks with the port wine and balsamic sauce and sliced chives.

AS SEEN ON TV

Fried Barramundi Sandwich



From the episode, "A Mother's Guilt"

SERVES 4

YOU'LL NEED

FOR THE CABBAGE SLAW

1 cup mayonnaise
1 tbsp canned chipotle peppers in adobo sauce, chopped
2 tbsp honey
1 lime, juiced
1 cup white cabbage, shredded
½ cup carrots, shredded

½ red onion, thin sliced
4 radishes, sliced
1 tbsp cilantro, chopped
Salt and pepper

FOR THE SPICY AIOLI

1 cup buttermilk
½ cup sour cream
½ mayonnaise
1 tbsp chives, fine chopped
3 tbsp hot sauce
1 tsp cayenne pepper
Salt and pepper

FOR THE SANDWICH

Oil, enough for deep frying
4 skinless raw Barramundi filets
1 tsp kosher salt
1 tsp Cajun seasoning
1 tsp smoked paprika
2 cups all-purpose flour
4 eggs, beaten together with ¼ cup buttermilk
3 cups panko breadcrumbs
4 brioche buns
2 tbsp grapeseed oil
1 tbsp butter
Salt and pepper

AS SEEN ON TV

MAKE IT

CABBAGE SLAW

1) In a large mixing bowl, add the mayonnaise, chipotle pepper, honey, and fresh lime juice. Stir the coleslaw dressing well with a whisk.
2) Add cabbage, carrots, onion, radishes, and cilantro. Toss with the dressing and season with salt and pepper to taste.

SPICY AIOLI DRESSING

1) In a mixing bowl, whisk all the ingredients together and season with salt and pepper to taste.

BARRAMUNDI SANDWICH

1) Pre-heat a fryer to 350 degrees F.
2) In a large mixing bowl, add the salt, Cajun spice, and smoked paprika
3) Season the Barramundi filets with the seasoned salt mixture.
4) Next, add the seasoned Barramundi filets into the flour, then to the egg and buttermilk mixture, and last into the panko bread-crumbs.
5) Add the breaded barramundi filets to the 350-degree fryer and cook for about 4 to 5 minutes or until the fish reaches an internal temperature of 135 degrees.

FOR PLATING

1) In a large skillet, add the grape-seed oil and butter. Then add brioche buns and allow to toast until they are golden brown.
2) Season with salt and pepper to taste.
3) Next dress the bottom of the bun with the spicy aioli.
4) Then top spicy aioli with fried Barramundi filet.
5) Top the fish sandwich with cabbage slaw.
6) Serve sandwich with French fries.



AS SEEN ON TV

Green Chili-Braised Chicken Thighs



From the episode, "A Mother's Guilt"

SERVES 4

YOU'LL NEED

FOR THE GREEN CHILI CHICKEN THIGH RUB

2 tbsp salt
1 tbsp pepper
2 tbsp smoked paprika
1 tsp ground cumin
2 tbsp brown sugar

8 boneless skinless chicken thighs
16 oz frozen skin on French fries

FOR THE GREEN CHILI SAUCE

3 tbsp grapeseed oil
1 medium white onion, diced
1 red pepper, diced
5 cloves garlic, minced
2 qts salsa Verde, store bought
1 cup hatch green chilies, diced
1 qt chicken stock

CORN SALSA

2 tbsp grapeseed oil
1 medium white onion
3 cloves garlic, sliced
2 cups canned corn
2 cups chopped diced tomatoes
1 cup salsa roja

MAKE IT

GREEN CHILI CHICKEN RUB

1) In a mixing bowl add salt, pepper, smoked paprika, cumin,



and brown sugar.

2) About 12 hours prior to cooking the chicken thighs, coat with rub. Place chicken thighs in a zip lock bag and refrigerate.

GREEN CHILI CHICKEN THIGH BRAISE

1) In a large pot over medium high heat add grapeseed oil and onions.

2) Allow onions to sweat for about 3 minutes.

3) Add red peppers and cook for another 5 minutes.

4) Add garlic and cook for another 2 minutes.

5) Remove chicken thighs from

the zip lock bag, and place in the pot.

6) Add salsa Verde and chicken stock and bring to a boil.

7) Allow to boil for about 3 minutes. Place a cover on top and drop to a medium simmer.

8) Chicken thigh braise should cook for approximately 1 hour covered at a medium to low simmer on the stove top.

9) Allow the chicken thighs to cool down in the braising liquid.

CORN SALSA

1) In a sauce pot over medium heat add grapeseed oil and onions. Allow to sweat.

2) Add corn, tomatoes, and Salsa Roja. Season with salt and pepper and set aside.

PLATING

1) Pre-heat a deep fat fryer or an air fryer to 350 degrees.

2) Place the French fries in the fryer and allow to cook for about 5 minutes or until the fries are light brown and crispy.

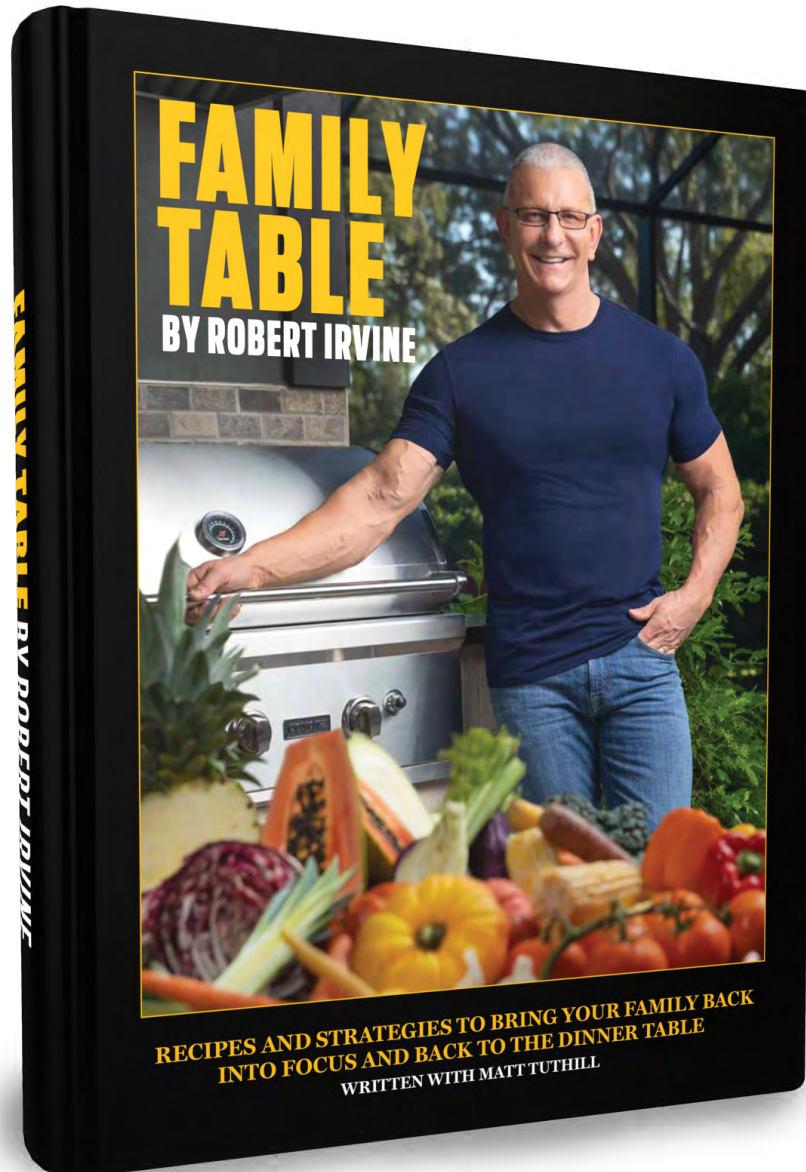
3) Season the fries with salt and pepper. Place them on the bottom of the bowl.

4) Top the fries with 2 chicken thighs, and about 2 oz of the liquid the chicken was cooked in.

5) Top with corn salsa.

FAMILY TABLE

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THE ROBERT IRVINE FOUNDATION

How we made a huge impact in 2022,
and look to make an even bigger one in 2023.



Robert on hand at the Foundation's annual golf tournament in Texas. The Foundation's stated goal is to bridge the gap of our nation and the community we serve by creating awareness of the sacrifices made by our military personnel, first responders, and their families; and, in turn, inspire others to appreciate and support the men and women defending our freedom at home and abroad.

The past year ended with a bang for the Robert Irvine Foundation, whose flagship Beats N Eats fundraiser raised more than half a million dollars for at-need active duty personnel, veterans, first responders, and their families. That money will help us make an even bigger impact in 2023, and you can click the image above to watch our 2022 Impact Video.

WHERE THAT MONEY GOES:

Since the Foundation's launch, we have served hearty meals to thousands of service members and veter-

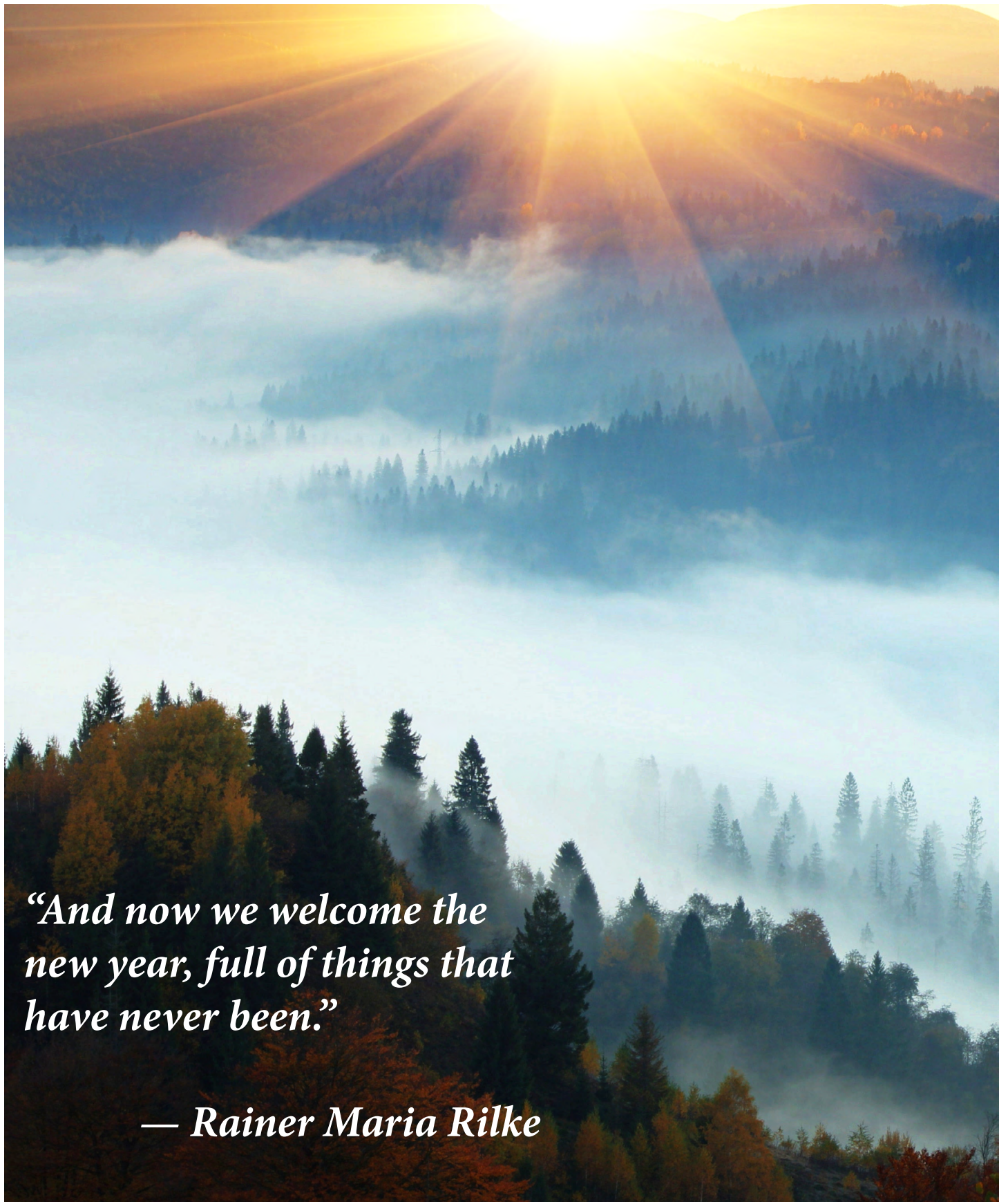
ans, we've supported the training of PTS service dogs for severely injured heroes and first responders, provided life-changing mobility devices for wounded, aging, ill, and injured veterans and first responders, provided Gold Star Families with relief grants to assist them through trying times, distributed scholarships for military children, and improved the quality of life for veterans by renovating kitchens and dining facilities.

In addition, we've created resiliency programs for those we serve, such as an annual golf tournament for

wounded veterans to enjoy and connect, an annual experience for surviving family members of lost loved ones by taking them out for a weekend of fun, bonding and peer-support where they are able to be with other survivors during activities such as cooking classes and military memorials honoring their lost loved ones, along with other events that promote joy and resiliency. We will continue to develop these events and programs to adapt to the ever-changing needs of our American heroes.

RobertIrvineFoundation.org

WORDS TO LIVE BY



*“And now we welcome the
new year, full of things that
have never been.”*

— Rainer Maria Rilke