

THE **FIT CEO** FRAMEWORK™

A strategic
blueprint to
align your
body with
the way
you lead.



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Welcome to The Fit CEO Framework

You built a career by thinking in systems, strategy, and execution.
This framework applies the same thinking to your body.

This is not a crash diet, a 6-week “summer shred,” or another chaotic challenge.

The Fit CEO Framework is a decision system that lets you:

- Stay lean, athletic, and confident all year
- Protect your energy and focus for high-level work
- Remove the constant mental noise around food, training, and weight.

Use this as your operating manual – the foundation that sits underneath any nutrition or training plan you follow, whether you work with me 1:1 or on your own.

The Core Principle

Your Body Is an Asset, Not a Side Project

High-performing companies don't rely on willpower; they rely on frameworks.

Your body should be treated the same way.

The Fit CEO Framework is built around three luxury pillars:

1. Athletic Intelligence – train like a professional, live like an executive
2. CEO Structure – systems and routines that survive real life
3. Transformation Without Extremes – results that don't require you to burn down your lifestyle

**Everything in this guide
connects back to those three ideas.**

Pillar 1: Athletic Intelligence

Train Like an Athlete, Not a Gym Tourist

Athletic Intelligence means you:

- **Respect your joints and nervous system**

No random punishment workouts. Training is planned around stress, travel, sleep, and recovery.

- **Focus on performance metrics**

Lifts, steps, conditioning, mobility – not just scale weight. What gets measured improves.

- **Think in seasons**

Busy quarter? You shift to “maintenance mode,” not “I’ve failed.”
Lighter quarter? You push for a serious recomposition phase.

Your Athletic Rules:

1. **Minimum of 3 strength sessions per week (45–60 minutes).**
2. **Daily movement target – 7–10k steps, achieved however fits your day.**
3. **One focused mobility / reset session per week (15–20 minutes).**

Write this somewhere visible:

I don't chase soreness. I chase performance and longevity.

Pillar 2: CEO Structure

Your Calendar Is the Real Workout Plan

If a plan doesn't survive your calendar, it's not a real plan.

CEO Structure means:

- Workouts live in your calendar like investor calls or board meetings.
- Decisions are pre-made – meals, training days, and travel rules are defined in advance.
- Accountability is built-in, not left to motivation.

The Executive Week (Template):

- Mon: Strength – Lower Body + Core (45–60 min)
- Tue: Steps + short conditioning (20 min)
- Wed: Strength – Upper Body (45–60 min)
- Thu: Mobility + steps (15–20 min + walking)
- Fri: Strength – Full Body / Glutes / Shoulders (45–60 min)
- Sat: “Lifestyle cardio” – walk, bike, tennis, paddle, etc.
- Sun: Off + soft reset (plan food and training week in 10 minutes)

*You can change the days, but the structure stays the same:
3× strength, 2× lighter movement/conditioning, 1× pure rest.*

Pillar 3: Transformation Without Extremes

Results You Can Actually Live Inside

You don't need to starve, cut out entire food groups, or live on airplanes with Tupperware to stay in shape.

Transformation Without Extremes means:

- No aggressive all-or-nothing phases that wreck hormones and mindset
- Strategic flexibility – meals out, travel, and social events are managed, not feared
- Slow, clean progress – 0.5–1.0 kg per week at most in fat loss phases

Simple benchmarks:

- You can concentrate in meetings – no brain fog from starvation.
- You can enjoy a business dinner without feeling like you destroyed the week.
- You can sustain this for years, not 6 weeks.

Ask yourself weekly:

“Could I live like this for 6 months?”

If the answer is **no**, the plan is too extreme.

THE FIT CEO

ENERGY TRIANGLE

Three Levers You Control Every Day

Think of your energy as a triangle:

1. Sleep & Recovery

- 7–9 hours most nights
- Fixed sleep/wake windows where possible
- Phone out of the bedroom, room cool and dark

2. Fuel & Hydration

- 2–3L water per day
- 3–4 structured meals, protein at each
- Caffeine timed earlier in the day, not as a 9pm survival tool

3. Movement & Training

- Daily steps
- Strength 3× per week
- 1–2 short conditioning blocks

Any day you feel “off,” check the triangle:

- Which side is collapsing?
- What is the smallest correction you can make today?

NUTRITION: THE FIT CEO PLATE

Precision Without Obsession

You don't have to weigh every gram forever.
Start with structure, then layer in detail if needed.

The Fit CEO Plate (for most main meals):

- **½ plate:** lean protein
(eggs, fish, poultry, lean red meat, Greek yoghurt, tofu/tempeh)
- **¼ plate:** smart carbohydrates
(rice, potatoes, quinoa, oats, fruit, legumes)
- **¼ plate:** fats & extras
(olive oil, avocado, nuts, seeds, quality cheese – measured, not passive)
- **Unlimited:** non-starchy vegetables & salad

Core rules:

- Protein anchor: aim for **~25-40g** protein per meal.
- Default structure: **3** main meals + 1 strategic snack.
- Upgrade snacks: fruit, protein, nuts, Greek yoghurt – not random sugar.

You'll notice there are no forbidden foods.

But there is a framework.

THE 3 EXECUTIVE ENVIRONMENTS

You Run Three Different Days

1. Office Day

- Pre-planned breakfast and lunch (no decisions).
- Pre-booked training slot: either early morning or directly after work.
- Emergency backup: 20-minute bodyweight session if the day explodes.

2. Travel Days

- Non-negotiable: water, steps at airports, protein at every meal.
- Default orders: grilled protein + veg + potato/rice; skip the random bread basket.
- 10–15 min hotel-room circuits instead of “no training at all.”

3. Home/Weekend Days

- One indulgent meal is planned, not accidental.
- Extra time = longer walk or recreational training.
- You reset: groceries, basic prep, calendar, and training for the week.

If you know what kind of day you're in, you already know your rules.

MINDSET:

HOW FIT CEOS THINK

Identity Before Tactics

You're not "trying to be good."

You are someone who:

- Protects their health like any other high-value asset
 - Refuses to sacrifice their body for success
- Understands that discipline is freedom, not punishment

Reframes to use:

- "I'm not on a diet. I'm operating a system."
- "I train to increase my earning power, not to shrink myself."
 - "Busy is not an excuse; it's the reason."

Once a week, ask:

"What did I do this week that my 5-years-from-now self will thank me for – physically and professionally?"

Write one sentence. Keep it.

How To Use This Framework

Turn This Read into Real Change

Over the next 30 days:

1. Choose your non-negotiables

- 3× strength sessions
- A daily step minimum
- The Fit CEO Plate at least 2 meals per day

2. Define your 3 environments

- Write rules for “Office, Travel, Weekend” based on the pages above.
- Keep it to 3–5 bullet points per environment.

3. Audit once per week

- What worked?
- Where did the system break?
- What small adjustment can you make?

You **don't** need to be perfect.
You need to be **predictable**.

Ready to Build Your Fit CEO Blueprint?

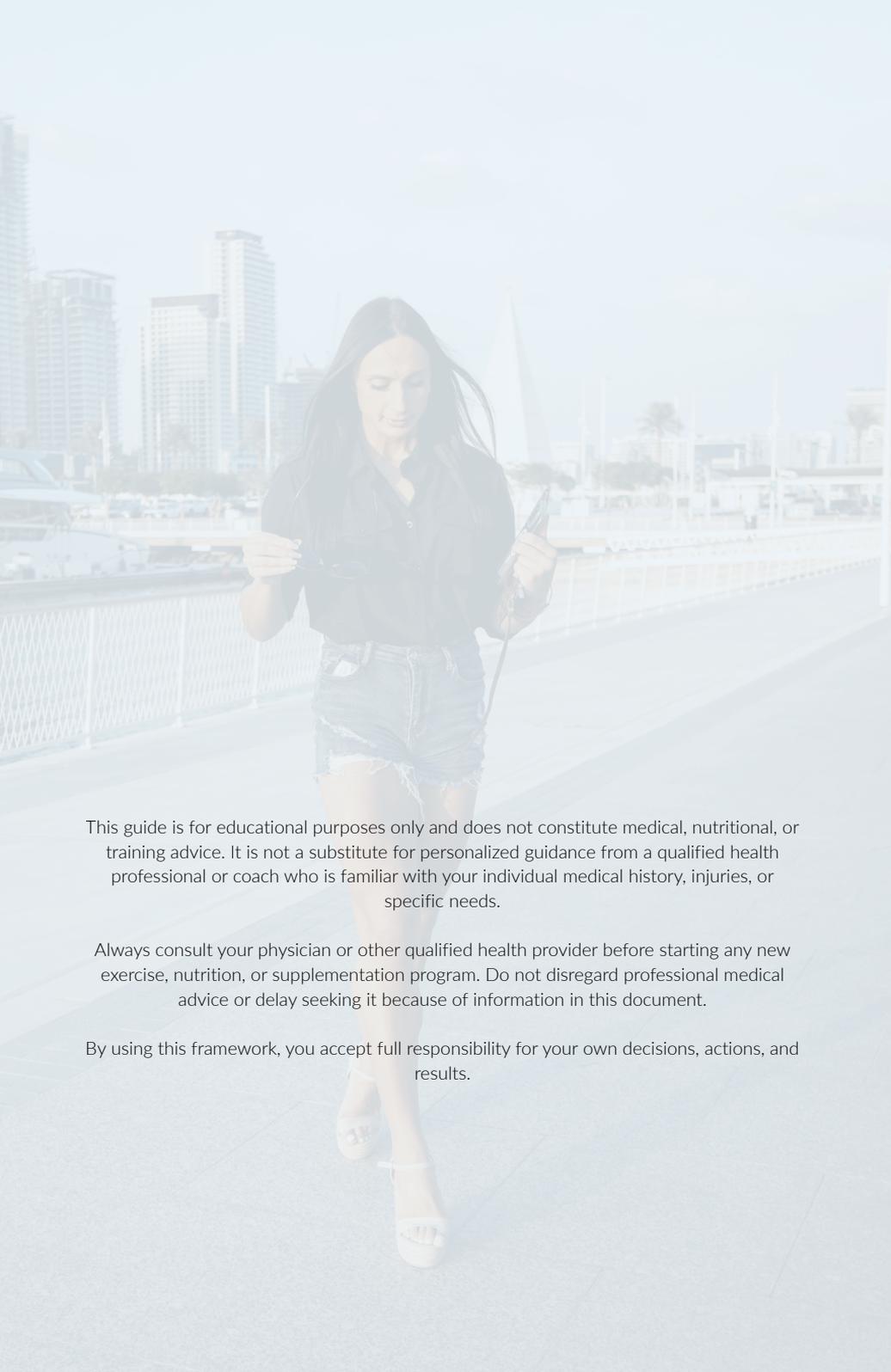
If you want this framework turned into a personal, done-with-you system – with training, nutrition, and lifestyle tailored to your business reality – you can apply for private coaching.

In my 1:1 work, we:

- Design a body that matches your standards for your business
- Build a routine around your travel, meetings, and family life
 - Use data-driven check-ins and high-level accountability
- Keep you lean, strong, and mentally sharp – without chaotic extremes

[Start Your Executive Body Assessment →](#)

You'll answer a few questions about your goals, lifestyle, and history. If it's a fit, we'll map out a clear plan for your next 6–12 months.



This guide is for educational purposes only and does not constitute medical, nutritional, or training advice. It is not a substitute for personalized guidance from a qualified health professional or coach who is familiar with your individual medical history, injuries, or specific needs.

Always consult your physician or other qualified health provider before starting any new exercise, nutrition, or supplementation program. Do not disregard professional medical advice or delay seeking it because of information in this document.

By using this framework, you accept full responsibility for your own decisions, actions, and results.