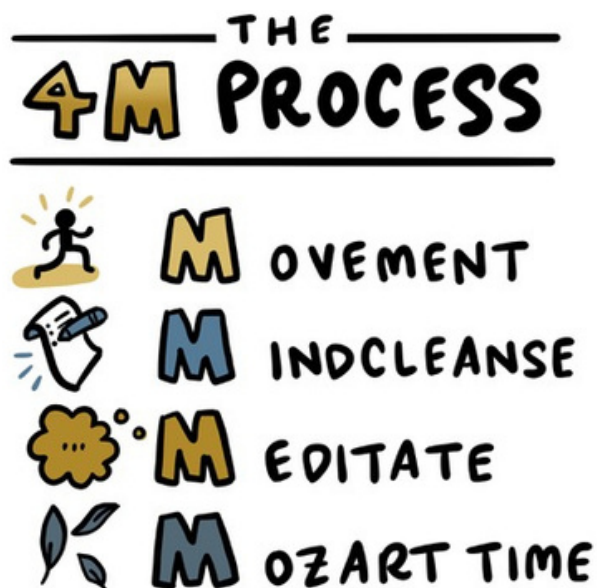


THE GiFT631 4M MORNING ROUTINE



I am passionate about starting everyday with a winning routine that enables me to get into the ideal performance state. I created the 4M routine which ensures I have a structured process to feel centred, focused, in control and able to think about what matters most.

Each part of the 4M routine is really helpful on its own. However, by 'habit stacking' one immediately after the next, it creates a consistent and powerful start to each day. Each M builds on the one before and the flow is deliberate to stimulate the mind/body, organise and capture what is running through the mind, sort it in terms of value and priority, then relax, focus and centre the mind to enable high quality thinking, creativity and decision making.

As with any winning habit and routine, consistency is the key to move in the direction of your goals and potential.

MOVEMENT

Starting the day with movement will stimulate the mind as well the body.

Many of my clients say to me they are not 'gym junkies,' runners, swimmers, boxers, cyclists or swimmers. That's great, I respond 'just move.' Start every day with a walk.

Start each day with a minimum of 20/30 minutes walking (or some other form of movement). Stimulate the mind by stimulating the body. Whilst moving, I frequently listen to podcasts or run through my affirmations and/or visualization. I feel the combined benefit of the exercise, the learning and the visualisation.

THE GiFT631 4M MORNING ROUTINE

MIND CLEANSE

After movement I complete my daily mind-cleanse. I capture everything on my mind across all aspects of life and business.

The mind-cleanse is about identifying high value activities and the prioritising them in one of 3 ways:

- Items for other people to do.
- High value items that are quick.
- High value items that are deep and require me to schedule time in my diary.

I may not complete everything on my mind-cleanse but I am now organised around the things that matter most. I make sure they are completed and/or scheduled.

MEDITATION

Meditation cleanses and calms me. It has a positive impact on both my mental and physical health. It helps improve my sleep, my relationships, reduce any feelings of pressure and increases my focus.

To experience the benefits of meditation, regular practice is necessary. I recommend 10 minutes per day.

Once embedded, Meditation becomes a fantastic part of your day.

My favourite Meditation Apps are Calm & Headspace. Meditation helps clear my mind so I can think with more clarity and insight. It is the ideal set up for my daily Mozart time.

MOZART

Mozart time is about deep thinking, decision making and developing ideas, solutions and breakthroughs to challenges, questions and opportunities. It is about creating stillness and distraction free time to focus on what matters most. Poor thinking and decision making often happens when people are trapped in busyness, attempting to multi-task and driven to get things done or when people are tired and therefore lack the energy and the ability to think deeply and creatively.

I once heard that Mozart suffered from 'composers cramp'. To overcome this he would isolate himself from everything and everyone. Then he found the music began to flow again in his mind.

To this day I am unsure of the accuracy of the story! However I love the concept and from the day I heard the story, I put an appointment with Mozart in my diary. This is time for myself, by myself, with no technology or distractions. I have my journal and a clear mind from daily meditation and mind cleansing. Mozart time is an essential part of my day.

THE GiFT631 4M MORNING ROUTINE

When I journal I capture my ideas, thoughts and feelings. I am more creative and in this still, focused and centred state I make better decisions. Making decisions 'on the run', under pressure or whilst juggling priorities is far from optimal. Mozart time provides the clarity and space to be still, think clearly, prioritise and make more considered, quality decisions.

Mozart time allows you to capture your thoughts, which will build over time to become actionable strategies, goals and create a picture of your desired future state.

"Greatness requires stillness. From stillness comes clarity and from clarity comes breakthrough, innovation and success."

-Andy Fell | GiFT631

THE 4M ROUTINE - MOVEMENT

Movement is the first **M** – and the foundation of everything that follows. Starting the day with movement stimulates both the mind and the body, creating the energy and mental state that fuels your Mind Cleanse, Meditation and Mozart Time. The science is clear: a walk isn't a distraction from your work – it IS the work.

Your Brain Isn't Broken. It's Asking You to Walk.

Most leaders feel mentally foggy, creatively stuck, and constantly overwhelmed – even after a full night's sleep. They keep pushing harder.

What does science actually tell us? The answer isn't more effort. It's movement, stillness, and letting the brain breathe. When you walk, you give your brain permission to rest, reset and roam.

Your best thinking doesn't happen with a back to back meeting schedule. Busyness needs to be seen as a business and leadership risk as opposed to a badge of honour. Walking in nature shifts the brain from anxious beta waves into creative alpha and meditative theta waves - an ideal performance state and what many call 'flow state.' You are setting up your day for success by getting outside rather than scrolling, diving into your emails or rushing straight to your first meeting.

Simple. Practical. Actionable.

Coaching and other clients often say to me:

"I'm not a gym junkie, runner or swimmer." "That's great." I respond. You don't need to be. "Just move."

Start every day with 20–30 minutes of walking (or any other form of movement that gets you out of your bed or chair).

Habit-stack your walk:

- Listen to a podcast that fuels your thinking.
- Run through your affirmations out loud or in your head.
- Use visualisation to rehearse the day ahead.
- Simply let your mind roam – uninterrupted.

Feel the combined benefit of the exercise, the learning and the visualisation.

Where possible, walk in green spaces or nature – the science shows this amplifies every benefit above.

The Science · What the Research Says

Walking in urban green spaces shifts the brain from anxious beta waves into creative alpha and meditative theta waves. Regular green-space walks reduce the likelihood of turning to medication or any form of substance for mental health problems by a third.

"The keyword is effortless. Walking in nature reduces stress and calms our nerves because it holds our attention without demanding it."

-Dr. Jenny Roe · University of Virginia

THE 4M ROUTINE - MOVEMENT ACTION PLAN

Your Action Plan - Design Your Movement Practice

1. Decide your minimum:

I commit to ____ minutes of movement every morning, starting at ____am.

2. Choose your route:

My preferred walking route or movement practice is:

3. Habit-stack your walk:

During my walk, I will (*circle*): Podcast / Affirmations / Visualisation / Silent thinking

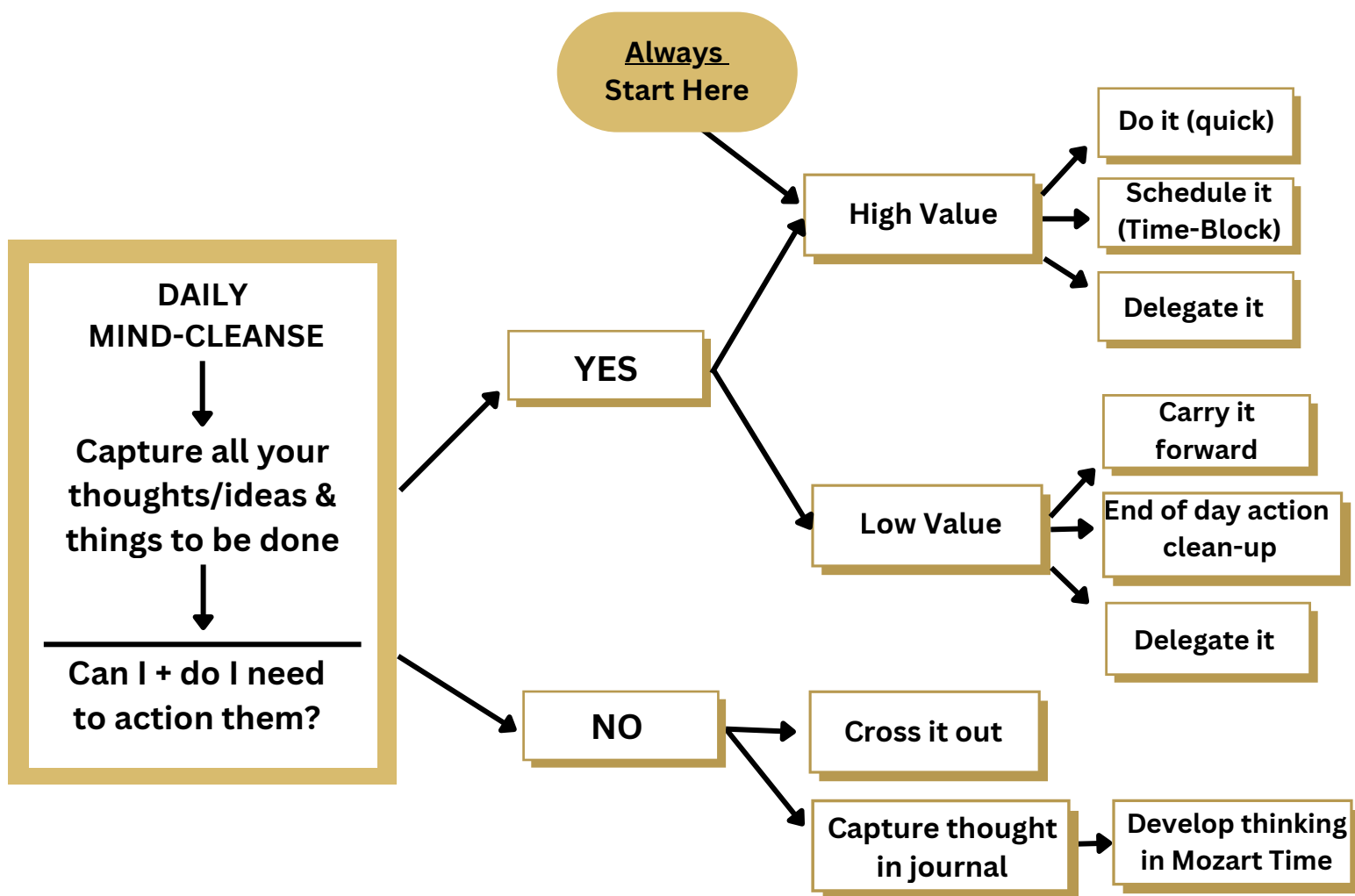
4. Remove the barrier:

The one thing that might stop me and how I will overcome it:

5. This week I will walk:

Mon / Tue / Wed / Thu / Fri / Sat / Sun (*circle the days*)

MIND-CLEANSE FLOW CHART





Please note that all GiFT631 action sheets are available to download via this link:
<https://andyfellgift631.com/resources/>

FOR BEZOS ITS 'PUTTERING TIME' FOR ANDY FELL IT'S MOZART TIME

Amazon founder Jeff Bezos protects his morning with what he calls the '1-Hour Rule' - a low-stimulation window of coffee, reading and learning, with zero phone-scrolling. Neuroscience confirms it: the first hour after waking is when the brain is at its most alert and neuroplastic.

Dr. Loeffler - a researcher and a Licensed Marriage and Family Therapist associated with the Stanford Lifestyle Medicine Program, recommends a similar set of early-morning activities - exercise, meditation, gratitude journalling, reading, time outside and music - precisely because they set a positive neurological tone for the entire day.

The bottom line: the way you spend your first 60–90 minutes determines the quality of every decision, conversation and creative thought that follows. Your GiFT631 4M Routine is designed to help you with this.

THE CONNECTION - How the 4M Routine maps to world-class morning science

4M ROUTINE ELEMENT	WHAT THE RESEARCH SAYS
Movement	Outdoor exercise floods the brain with BDNF (brain-derived neurotrophic factor), sharpening focus and memory — exactly what Loeffler recommends with 'time outside and morning light.'
Mind Cleanse	Externalising thoughts on paper reduces cognitive load, lowering cortisol and freeing working memory. The mind cleanse is a very practical step to organise around priorities and high value activities. It then enables high quality 'puttering' as well as enabling the other steps in the 4M routine and Loeffler's recommendations to be more effective.
Meditation	10 minutes of daily practice reduces default-mode-network chatter, mirrors Loeffler's 'meditate' recommendation, and sets up the brain's executive functions for deep work.
Mozart Time	Aligned with Bezos' 'puttering time' and Loeffler's 'gratitude list'. During Mozart Time, journal freely including what you are happy and grateful for. This is your daily window for deep thinking, decision making and developing ideas. Distraction-free stillness is when the brain consolidates insights and generates its best ideas.

FOR BEZOS ITS 'PUTTERING TIME' FOR ANDY FELL IT'S MOZART TIME

Dr Loeffler recommends 8 start of day activities which match elements of the 4M morning routine.

LOEFFLER'S RECOMMENDATION	WHERE IT LIVES IN YOUR 4M Routine
Exercise	• Movement – start every day with 20–30 mins walking or chosen activity.
Call a friend / family	• Protect the start of the morning for inward work first. You will be in an ideal performance state to undertake high value activities.
Prepare a healthy breakfast	• Natural follow-on after Movement – fuel the body as you've fuelled the mind.
Meditate	• Meditation – 10 minutes daily, apps: Calm or Headspace.
Listen to Music	• Whenever you need a break to refresh and refocus. Create a playlist aligned to the energy you want to create (mellow for relaxation, high energy / meaningful for goal focused time).
Read a book	• Either to relax or as part of your development. You can not outgrow your level of self-development. Aim for 15 minutes. An alternative is to listen to an audio book or podcast while commuting.
Create a gratitude list	• Use your What Winners Do Journal – 3/4 things that make you happy and grateful each day.
Spend time outside / morning light	• Movement – walk outside, not on a treadmill, for the full neurological benefit.

Your Daily Morning Mastery Checklist

Tick it every morning. Consistency is the key.

- ☐ MOVEMENT – 20–30 mins, outside, fresh air and morning light.
- ☐ MIND CLEANSE – Capture everything. Prioritise HVA vs LVA.
- ☐ MEDITATION – 10 mins, Calm or Headspace.
- ☐ MOZART TIME – Journal open, no tech, deep stillness. 15 mins minimum.
- ☐ In Mozart Time: write freely, then land on your ONE key priority.
- ☐ No phone scrolling before completing the 4M Routine.

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