

# New business says high-flyers need to shape up!



A NEW business being officially launched today is promising to improve the performance of high-flying executives by whipping them into shape.

[Elite Professional Performance](#) is the brain-child of amateur athlete Colin Simpson (42), whose team of eight nutritionists, fitness trainers, executive business coaches and performance psychologists have already proved a clear link between physical fitness and business performance.

“We’ve already worked with numerous high-flyers from the likes of Scottish Widows and Santander”, said Managing Director, Colin, “We know that the courses we offer have had a measurable impact on the way employees cope with stress, how they tackle new challenges and their overall professional performance.”

✘ Colin, a keen triathlete, packed in a 20 year career as a painter and decorator to focus on his passion.

He said: “I was fed up of just working to pay the bills and wanted to do something I loved.

“I lost my sister to a short illness and just as my family were beginning to cope with life again my Dad became very ill with dementia and sadly also passed. It secured in my head that life was too short and I had to live life to the full and not waste a single day. I’ve always been passionate about fitness so I went off to college before completing a Sports Science degree at Edinburgh Napier University.”

The idea for EPP came after Colin got chatting to an

accountant who told him his company had a big problem with mortality rates. Top executives were retiring in their early fifties but not living long enough to see their sixties.

Colin said:- “I thought, using my nutrition and fitness knowledge I can not only improve the quality of life of stressed-out senior managers, but also improve their performance in the office. A fitter, healthier employee is always a happier one.”

Colin sought the help of [The Moffat Centre](#), an incubator space for students and graduates of Edinburgh Napier who want to set up and run their own businesses. His company is now based at the site.

Nick Fannin, Moffat Centre Manager said:- “It is a huge challenge, whatever your age, stage or background, to decide to set up your own business and we are privileged to be able to support those who have this determination and ambition to succeed. The Moffat Centre is there to help our students and graduates as they grow and expand their businesses and Elite Professional Performance is a great example of what can be achieved given the right support and investment.”