

About me



Me, age 7.

As many seven-year-olds do, I dreamt of having superpowers. Not extraordinary superpowers like fighting baddies or saving the planet, I just wanted ordinary 'superpowers' - I wanted to help people and make their lives easier. Over four decades later I hit a crisis, and I came to a very sudden and abrupt realisation...

I needed to figure out how to help myself first.

Hi, I'm Nora. I have immersed myself in the world of health and nutrition for almost 30 years.

First as a pharmacist and then as a Nutritionist, I have dispensed endless potions, pills, magic bullets, tinkered with lots of food philosophies, stuffed myself with nutrition, health and wellbeing information. And I dare say I have helped a few people along the way. But for me, there has always been something missing.

I have ingested and digested an encyclopaedic amount of knowledge over the years but have ended up overwhelmed and totally frustrated. I almost had ended up on an obsessive crusade and was a martyr to the 'live well' campaign. I had created such a gap between what I knew and what I did that I had lost my mojo. I wanted and more importantly, needed to lighten up and enjoy my life again, so I threw it all up in the air and started with a clean slate. I went back to the basics.

The minimum effective dose of a drug was a concept I learned in my early pharmacy career. It's the sweet spot where a drug works but there are no toxic effects. Too little of a particular drug, it has no effect and too much of a particular drug then it becomes toxic. There is with every drug - a minimum effective dose, and that's what I wanted to experiment within my own lifestyle. I now refer to it as 'The Goldilocks Effect' of sleeping, eating, moving, resting and simplifying my life, getting it just right without the unwanted effects.

Potty training, bedtime routines, toddler tantrums, mastering times tables, and raising twin boys along with a couple of my favourite quotes by Mr Einstein and

Mr Aristotle bizarrely revealed the missing pieces of the 'live well' puzzle for me.

Thinking differently, understanding habit formation, going back to the basics, incorporating the Goldilocks Effect together with a huge dose of perseverance (gained as a twin parent) unlocked the puzzle for me.

In the last three years I have done a complete U-turn, closed the nutrition books, the diet books, the fitness books and switched to reading books on the brain, willpower, habit formation, compassion, business and leadership in an attempt to get to the nitty-gritty of what actually goes on inside of my head.

Luckily for me, the research of what goes on in your head has exploded within the last decade. Neuroscientists are now really lifting the lid and understanding what is actually happening within the brain. Through trial and lots of error I began to think differently, introduce new habits into my daily life and slowly began to create sustainable changes in my life and at last 'live well with mojo intact.'

In a nutshell, I gingerly managed to cross the knowing/doing gap with baby steps.

Common knowledge (and believe me, we all have this knowledge within) is a wisdom that has been handed down through the generations on how to live well.

We have disregarded this wisdom in favour of the marketing hype and the shiny 'quick fix' mentality. We look to food scientists to tell us what to eat and consume foods that were made in a plant not from a plant as Michael Pollen highlights in his book Food Rules: An Eaters Manual.

It has taken me over four decades to figure out 'how to help myself' and looking back I now see that none of that time has been wasted. Change and transformation is a complicated process. I feel I am now in a position to help you with your transformation and help speed up the process so you don't have to make the same mistakes I did.

I want to give you peace of mind so that you can focus on the other important areas of your life where you can continually add value to your family and friends and, more importantly, add value to your own life.

To live a life worth living that is an example to those you live with and care for.

Creating a day full of micro-habits ticked many of the little 'should' gremlins in my head unlocking the key to living well.

Rewiring my brain by changing my mindset to think differently and making small changes in my sleeping, eating moving, resting and simplifying my life in equal measures with all areas holding equal importance helped me achieve results I had not thought possible. The intensity of my life that was permanently future-focused was replaced with a calmer, quieter, being more present, with a more consistent approach.

Lastly, when I look back on my seven- year-old self, I realise that we all possess our own set of superpowers to change our lives. We just need someone to give us a helping hand in discovering them.

Let that be me!