



THE EXECUTIVE DINING & TRAVEL BRIEF

YOUR CALENDAR. YOUR GOALS. ONE WORKABLE PLAN.

A practical nutrition field guide for entrepreneurs, executives, and parents with very full lives.

**Client dinners. Airport delays. Family trips.
Keep a plan when the schedule changes.**

MY GIFT TO YOU

You should be able to lead your business, show up for your family, and enjoy dinner without turning every meal into another project. Use this brief to make your next decision easier.

USE IT IN THREE MOVES

Save the ordering card on page 2. Build your travel backup on page 4. Bring your hardest real-life scenario to a Performance Audit on page 7.

A QUICK WIN, BEFORE YOU TURN THE PAGE

Open the menu for your next meal out. Choose a protein-based main, a produce side, and a portion of carbs that fits your plan. Save one backup order.

With my compliments,
Justin Rowland | Valor Performance Group



01 / SAVE THIS ORDERING CARD

A BETTER ORDER. LESS DELIBERATION.

Start with these six structures, then adjust portions and extras to your own targets.

01

Business dinner / Steakhouse

Lean steak, fish, chicken, or tofu + vegetables + potato or rice. Ask how it is prepared and request added sauces separately.

02

Mexican / Bowl or fajitas

Protein + beans or rice + vegetables + salsa. Choose toppings intentionally; cheese, sour cream, and guacamole add up.

03

Italian / Pasta can fit

Choose a pasta portion that suits your plan, add protein, and include vegetables. Set aside extra food if needed.

04

Hotel breakfast / Your anchor

Eggs, tofu, or plain Greek yogurt + fruit + oats or toast. Choose one repeatable order for the trip.

05

Airport / No sit-down meal

Pair a protein food with fruit or another easy carb: yogurt + banana, tuna pouch + crackers, or a protein drink + apple.

06

Family night / Burger stop

A burger or grilled sandwich can fit. Choose sides and portions deliberately rather than ordering the whole combo automatically.

Ask: "How is this prepared, and can I have the sauce on the side?" Use published nutrition information when available. [1]



02 / THE MENU DECISION

TURN YOUR TARGETS INTO AN ORDER.

An illustrative worked example, not your personal calorie or macro prescription.

Example meal budget

600 calories | 40g protein | 65g carbs | 20g fat

$40 \times 4 + 65 \times 4 + 20 \times 9 = 600$ calories

1

Find the protein first.

Compare a grilled protein bowl with a creamy pasta. Check published nutrition and the actual portion; the dish name alone is not enough.

2

Adjust the components.

If the bowl exceeds your carb allowance, reduce the rice portion. If fat is high, request less oil or dressing. If protein is low, ask about adding protein.

3

Check the complete order.

Count the sides, sauces, toppings, and drinks. Recheck the restaurant data after swaps; a “healthy” label does not establish a macro match.

NO NUMBERS ON THE MENU?

Use a palm as a rough protein reference, a fist for vegetables, a cupped hand for carbs, and a thumb for added fat. These are visual estimates, not exact grams. Your daily needs determine the portions. [2]

The useful question: “Which order best fits what I need today?” Your coach can help answer it with your targets and preferences.



03 / BUILD YOUR FALLBACK

THE TRAVEL DAY THAT STILL WORKS.

Plan the weak point before it becomes the whole day.

- 1** Before departure / Save two options.
Find a realistic meal near your hotel and one near your meeting. Pick a repeatable breakfast. Check opening hours before relying on either.
- 2** Pack one backup meal pairing.
Bring a shelf-stable protein option plus fruit or another easy carb. Example: a protein bar + apple. Check labels, travel rules, and allergies; keep perishables chilled.
- 3** When plans change / Use the fallback.
If the meeting runs through lunch, use your backup when needed. At your next meal, return to your normal structure rather than treating the day as lost.

YOUR IF-THEN PLAN

**If my meeting runs late, I will use my backup
and eat a normal dinner afterward.**

VACATION / PICK ONE DAILY ANCHOR

Keep one dependable meal, enjoy local food, and pause at comfortable fullness. The goal is a routine you can return to, not a perfect trip.

Make it yours: save a breakfast, a restaurant, and a backup in your phone now. Travel planning approach informed by [3].



04 / ENJOY THE OCCASION

THE EVENT ENDS. YOUR PLAN CONTINUES.

For holiday parties, conferences, weddings, and client entertaining.

- 1** Before / Keep your usual meals.
Avoid skipping meals to “save up.” If the event is much later than normal, plan a snack so you can arrive ready to choose. [4]
- 2** During / Look before you load.
Survey the options, build a balanced plate, and include foods you genuinely enjoy. Sit down when possible and pause before another serving.
- 3** Extras / Make an actual choice.
Choose the dessert or appetizer you want. Serve a portion rather than grazing automatically. Alcohol is optional; choose a nonalcoholic drink if you prefer.
- 4** After / Resume at the next meal.
Return to normal meals and your regular routine. Avoid crash restriction or punishment workouts. A comfortable walk is an option if you are able.

THE NEXT-MEAL RULE

**One bigger meal does not require
a Monday restart. Make the next choice.**

YOUR 30-SECOND EVENT PLAN

Food I want to enjoy: _____

My next normal meal: _____

Prescribed meal timing and medical nutrition advice take priority.



05 / A PREVIEW OF VALOR COACHING

YOUR MEAL. YOUR MENU. YOUR MACROS.

Less manual entry. Guidance built around your actual goals.

SNAP YOUR MEAL

Take a clear photo to receive estimated calories and macros that support meal logging in the coaching app. Include the full plate and review portions, oils, sauces, and drinks before saving.

SNAP YOUR MENU

Send a readable menu photo, your preferences, and what you have eaten so far. We can help select an order and adjustments aligned with your individual macro targets.

**A generic download cannot account for
your targets, your calendar, and your next trip.
That is where personal coaching begins.**

BRING ONE REAL MENU TO YOUR AUDIT

Have a menu from a restaurant you actually use ready for our call. We can discuss one practical order and the schedule problem behind it. If your targets are not established, we start with the meal structure.

Photo estimates are not exact measurements. Hidden ingredients and portion sizes can change the numbers. Prefer labels or published restaurant data when available. Tell the restaurant directly about allergies.

Feature availability and logging workflow depend on your coaching plan and app setup. Personal review is provided through your conversation with Justin.



06 / MY GIFT TO YOU

YOUR PERFORMANCE AUDIT.

A complimentary 15-minute conversation with Justin Rowland. No obligation.

We will review where you are, where you want to go, and the biggest obstacle in your current routine. Bring your calendar or a real menu; leave with a practical next action.

BOOK MY 15-MINUTE PERFORMANCE AUDIT

NOT READY TO PICK A TIME?

Share your name, contact details, and goal through the online form. Your information reaches us when you submit it there.

SHARE MY DETAILS & GOAL



BOOK A CALL
Scan to schedule



ONLINE FORM
Share your details

Prefer direct contact? Text AUDIT: (405) 885-4663
Mindshiftokc@icloud.com

For leaders ready for ongoing support: private coaching is \$5,000 for 6 months or \$10,000 for 12 months. We can discuss fit during your audit.

SOURCES / GENERAL EDUCATION

1. FDA: Menu Labeling Requirements
2. Precision Nutrition: Hand Portion FAQ
3. Precision Nutrition: Eat Well on the Go
4. CDC: Healthy Eating and the Holidays