

1. You're a life coach, professional speaker and endurance athlete all rolled into one. Firstly, for the benefit of some of our readers, what is a:

a. Life coach?

The International Coaching Federation defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Through a series of coaching conversations and questions, we help people develop clarity and awareness to achieve their goals. Another specialty of mine is to coach clients to deliver more impactful presentations and speeches.

b. Professional speaker?

Professional speaking traces its earliest roots to storytelling traditions and the corresponding ways of sharing expertise and inspiration with an audience through the spoken word. Inspiring listeners to action, illuminating an idea or influencing behaviour are some of what speakers do in keynote presentations, talks or seminars. A few years ago, I discovered my knack for combining education and entertainment to engage and energise and now use my participation in ultra endurance desert expeditions to help audiences rediscover their passion and purpose, strengthen their sense of self-belief and reach greater heights.

c. Endurance athlete?

There isn't a particular definition for this although many people will argue that an endurance athlete is someone who is mad or crazy. I guess we are people who are drawn to testing our physical and mental limits to compete

in the world's toughest races. There's really nothing special about our physical abilities, so the key lies in how we think about our lives, goals and the obstacles we face. Common traits found in endurance athletes are psychological strength, dogged persistence, endless curiosity and a different way of looking at fear of failure.

3. How did you come about being all these three rolled into one?

These were never planned for and came about quite naturally and organically. As I find myself truly enjoying and believing in what I do, I energetically communicate this insight at my talks and workshops. The meaning of life is not some treasure that we need to search for. Rather, the



meaning in our lives is what we create. Dream freely; pursue your interests; take inspired action to develop your passions; do everything with integrity and be open to life's surprises. That's how dreams come alive.

4. Would you be one of the few in Singapore who has married his passion for being a life coach with that of being an endurance athlete? What is it about being a life coach and an endurance athlete that resonates with you?

I love this quote: "Life is not a journey to the grave with the intention of arriving safely in a pretty and well preserved body, but rather to skid in broadside, thoroughly used up, totally worn out, and loudly proclaiming – 'Wow! What a Ride!'" Being an endurance athlete requires a great deal of self coaching. And I'm not referring to skills coaching, but developmental coaching. Anyone can preach but few are practitioners. When I coach and speak, I engage and inspire but when I also live those same principles, I take it to an entirely different level.

5. You're quite pivotal to the Braving Antarctica Program. Could you share with our readers your role in this program?

I have the easiest task of all. I just run 250km in Antarctica. But the children and youths in Gracehaven and their carers and social workers - they are in this day in and day out; they are the true endurance athletes. That they would succeed is made possible with the vision of The Salvation Army to run the home; with the magnanimity of Pet Lovers Centre to initiate, undertake and sponsor Braving Antarctica; with Hansgrohe and Wen

Ken's inherent generosity to lend financial support; and with the unstinting contribution of Wand Inspiration, The North Face, Fitness First and Racers' Toolbox.

6. When will you be embarking on your Antarctica mission? How long will the mission last? What is your preparation for the mission like? How long is this preparation? What would you say are going to be some of the challenges of this mission?

The entire event lasts 10 days. We depart from the southernmost tip of South America, Ushuaia, and sail along the famous Beagle Channel and the scenic Mackinlay Pass on 17th November. Competitors will land, weather permitting, on several locations on and around the Antarctic Peninsula, and wake to a different environment and a new challenge each day. We will have to carry all our own equipment and special food, plus a special list of mandatory items.

I run about 5 times a week. A short run lasts an hour while long runs typically go beyond three hours. This helps me get used to being on my feet for hours on end while on the race. The biggest challenge is dealing with the cold. Summer temperatures in Antarctica are around minus 15 degrees Celsius and with no way I can prepare properly for that here in Singapore, my equipment and mental strength will be the difference makers.

7. What is a typical day for you like?

Given the nature of my job, I don't have a typical day. I make sure I start and end the day with a smile, look after myself in between and get better with each passing day.

8. Why did you decide to help the kids of Gracehaven home?

9. Why the "Braving Antarctica" program? What do you hope to achieve from this program? What do you hope to demonstrate with this program?

I have been working with and for children for several years now. From teaching English and building schools in rural Tanzania, to caring for street children and orphans in Thailand, and to my days as a teacher, I developed an affinity for younger people and find that we connect very well. Gracehaven is getting up to some fantastic work and should be allowed to focus on the kids and not have to worry about where the next cent is coming from. Children these days are missing some real heroes in their lives. At home they may not have the right role model to emulate while public figures more often than not do a poor job of setting the right examples. Hopefully Braving Antarctica sends a strong message to both young and old alike of what is possible once we set our minds to it, that living a passionate and purposeful life is not some distant fantasy but a very real and achievable aspiration.

'Dream freely; pursue your interests; take inspired action to develop your passions; do everything with integrity and be open to life's surprises'

10. What next after Braving Antarctica?

With the completion of Antarctica – The Last Desert, I will be 3/4s of the way in my quest to join the prestigious and exclusive 4 Deserts Club of individuals who have successfully completed all four, 250-kilometre, self-supported footraces across the hottest, coldest, windiest and driest places on Earth. To date, only 47 men and women have completed this grand slam of what Men's Health calls "the ultimate test of human endurance" and which TIME magazine accorded as one of its Top Ten Endurance Competitions in the world. And after that comes the really big thing. And it has to do with 10 in 10 in 10. Watch this space!

11. Where can readers find out more about you?

I blog frequently about my learnings and thoughts on www.dreamscomealive.com. Links for my other articles can also be found on

http://www.suite101.com/writer_articles.cfm/thaddeuslawrence

12. How can we cheer you on while you are on the race?

You can do so by going to www.4deserts.com/thelastdesert and selecting email a competitor from the Race Coverage drop-down list. As was the case in my previous races, I am looking forward to receiving messages of love and support. They are a tremendous source of nourishment for the soul. **petv**



petlovers' Favorites

Some things we think are just great.



Coature by Isle of Dogs

This range of products are set for those who want to pamper their dogs. Simply wash, condition and brush once weekly for a dog that looks good and feels good. Select a shampoo, conditioner and supplement from COATURE's range to form your three-part prescription.

Just A Bath

Applicable to Dogs only

Small Breed:	\$10.00
Medium Breed:	\$15.00
Large Breed:	\$20.00
X-Large Breed:	\$25.00

* Does not include de-matting or cutting of knots.

Come down to **Pet Lovers Centre** to have your pet wash and blow!

Exclusively at Pet Lovers Centre Grooming outlets (Except VivoCity The Pet Salon)
Not Applicable on Saturday, Sunday & Public Holiday

Just A Bath

During the day you are fully committed to your work. During the night you are fully committed to your spouse and children. With barely enough time for yourself, who's going to give your dog the good scrub down it needs to remain clean and its coat to shine? Pet Lovers Centre now offers JUST A BATH for busy canine-owners who are constantly plagued by guilt from neglecting their pets' hygiene.



Mark and Chappell's Treats for Puppies

A great recommendation for healthy treats that go beyond keeping your pet dog full would be M&C'S NUTRI-BOOSTERS FOR PUPPIES. It's a blast of vitamins A, B-complexes, D, E, as well as zinc, calcium, phosphorous, selenium and Omega-3 fatty acids, specially formulated to keep the canine full and all powered up. Treats from M&C also include RICE BITES and TEETHING TREATS that provide for your dog's different developmental needs, and can be used to forge that unique bond between pet and master.



Puppy Bonus Plan

We're giving you more reasons to celebrate having a young puppy in the house! Pet Lovers Centre is rolling out the PUPPY BONUS PLAN for new puppy owners to obtain grooming and nurturing tips easily. Customers who have registered and microchipped their puppy (aged 12 months and below) can stand to receive great freebies such as Fish 4 Dogs Finest Fish 4 Puppies 1.5kg, free PLC VIP membership and more!



Rufus and Coco

Everybody knows that you are what you eat. And trouble sets in fast when your pet is unable to absorb the critical nutrients due to a poor digestive system. RUFUS & COCO brings you INNER BALANCE, your probiotic, cultured milk drink for pets, formulated with concentrated live microbes and probiotics that help encourage better gut health and aids post-medication recovery. Its simple application as a soluble, odourless and tasteless powder enables it to be mixed into food or drinks. Help your pet establish and maintain that fine balance of gut microflora for greater digestive efficiency today!



Purr & Simple

PURR & SIMPLE CAT LITTER boasts of many advantages, out of which you feline owners should take note about is the utterly amazing rates of absorption and incredible elimination of odours, all done naturally without any additives or fragrances. The environmentally conscious can take comfort in the fact that the product is 100% organic, biodegradable and renewable. The low dust levels from the cat litter also reduces upper respiratory problems commonly associated with traditional cat litters. Be sure to get this outstanding product today!

Pampets

Tired of having to clean up after your pets wet the floor? Exasperated by your pet's uncontrollable urination? Well, PAMPETS PET DIAPERS may well be the fuss free solution to your woes! They are superabsorbent and provide comfortable and secure anti leak protection for your pet. It is one great option for owners of untrained puppies, female pets on heat and pets with problems of leaking incontinence and excitable urination and definitely ideal for keeping your pets dry while travelling. The diapers also can be used for urine marking and post surgical protection. Re-sealable with repositionable tabs, making it convenient and easy to put on, Pampets diapers are available in four sizes - L, M, S, XS.



ProNature Holistics

Thanks to PRONATURE HOLISTIC's range of culinary delights, your pet can now enjoy the concept of fine dining too. The blend of natural and organic ingredients selected with care and harvested at its peak freshness promises to deliver a whammy of great taste and bursting with health benefits. Products such as the ATLANTIC SALMON AND BROWN RICE FORMULA and DUCK A LA ORANGE sound delicious already. Go ahead and overload your pet's sensory organs.



4Life Transfer Factor

Looking for a boost to your doggie's or kitty's health? Look no further than 4Life Transfer Factor Canine Complete® and 4Life Transfer Factor Feline Complete® which feature Transfer Factor E-XF and is developed by veterinarians and nutritional scientists to support canine and feline wellness through providing comprehensive and balanced nutrition. With its essential vitamins, minerals, antioxidants, amino acids, and protein, this formula provides the complete spectrum of nutrients to support your pet's needs. It is packed with important amino acids, probiotics, essential fatty acids and 25 vitamins and minerals considered essential for the optimal health of your pet. A perfect solution for pet owners looking for a supplement that provides excellent nutrition.



4Life Transfer Factor

Is your pet feeling stressed? 4Life Transfer Factor® Animal Stress Pack could well be the answer to its woes. This potent formula features high levels of Transfer Factor E-XF and provides a crucial support to your animal's health through times of stress with an infusion of additional electrolytes, probiotics, and other critical nutrients. It can be used for all animals to help them cope through the tough times.