

## UNLOCK YOUR POTENTIAL

Heed Bromley's advice for a life without limits

### MAKE TIME FOR EXERCISE



"You can always find time to exercise. Even walking around during lunch break will help."

### GET CREATIVE



Watching TV takes time away from productivity. You can live without watching the tube.

### FIND A CHEERLEADER



Bromley says that his wife Terah helps keep him and his goals in check. "Find that cheerleader and make sure you're as much a cheerleader to that person as they are to you."

### LISTEN TO YOUR INNER VOICE



"Everybody has an inner voice that knows what's right. Listen to that inner voice and let it guide you."

# GET MORE OUT OF LIFE

THERE'S A NEW CEO AT THE HELM OF PHILAM LIFE, AND HE'S A PRIME EXAMPLE OF TAKING CHARGE OF YOUR OWN HEALTH

Living a full, healthy life means doing away with excuses. Truly successful men take control of their lives, and Philam Life CEO J. Axel Bromley is the perfect example.

Bromley is a man of many hats. A former amateur wrestler, he now gets his competitive fix through marksmanship and fencing. He also paints in various mediums and does woodwork that he learned in Nepal. He's also constantly opening his mind to new cultures, and he even speaks nine languages, having lived and worked in Eastern Europe, South and Central America, the Middle East, and the Indian Sub-continent. And let's not forget: He's also a CEO, a husband, and a father.

To manage all his passions and responsibilities, Bromley does what some people fail to make time for: he works out.

"My regimen is more about sustainability," explains Bromley, who entered our interview fresh from a workout. "I get up at 5:30AM and hit the gym. I'm in the office by 7:00AM and I get a

few minutes before my first meeting." It's a tight schedule, but Bromley's decision to take charge of his health is a huge part of what keeps him clicking on all cylinders.

"Some of my best ideas come to me when I'm working out," he says. True enough, a study published in the British Journal of Sports Medicine

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found out that regular exercise can boost the size of the hippocampus, the brain area involved in verbal memory and learning.

As the CEO of Philam Life, Bromley also makes sure he embodies the new healthy living campaign that the company has rolled out. Philam Life aims to help Filipinos take charge of their own health and fitness through Philam Vitality.

"Philam Vitality helps reward you for how you are living healthy," explains Bromley. "By working out, you get discounts on sports equipment, fitness devices, and gym membership, among others. We want to help people become healthier because we want to be with our customers from beginning to end. Insurance shouldn't just be about helping you when you invest and helping you in case something happens. It should be about rewarding you throughout that entire process so you can enjoy life."

So take action today for a fuller life tomorrow. Start by taking charge of your health, and you'll be leading a life not unlike Bromley's—above and beyond the norm, excellent in more ways than one.