

WE magazine for women

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Meet

AESHA TAHIR

**FOUNDER & CEO
TONE AND
STRENGTHEN
WELLNESS**



**THE POWER OF POSTURE: STAND TALL,
SUCCEED IN BUSINESS**

MEET AESHA TAHIR, FOUNDER & CEO TONE AND STRENGTHEN WELLNESS

Tell us about your business

As the Founder & CEO of Tone and Strengthen Wellness, a full-service wellness consulting firm, I offer a range of in-person and virtual workshops, coaching, and training programs to help organizations and non-profits prioritize employee wellness.



My firm specializes in providing customized solutions that cater to the unique needs of mid to large-scale corporations and non-profits. Tone and Strengthen Wellness services improve employee productivity, reduce healthcare costs, and promote a culture of well-being.

Feature Story - Meet Aesha Tahir

My programs extend from one-on-one coaching sessions to group workshops and wellness training programs. These programs focus on four major dimensions of the wellness wheel, physical, emotional, social, and occupational wellness. I work closely with my clients to understand their goals and develop personalized strategies that deliver measurable results.

Please tell us what being a business owner means to you and why you became an entrepreneur in the first place?

To me, entrepreneurship means having a bigger impact on the community. As an entrepreneur my primary motivation is to give back to society and make a positive difference in people's lives. I've always been passionate about health and wellness, and I firmly believe that chronic health conditions are ongoing social problems that require attention. Having experienced musculoskeletal issues due to sedentary work as an ex-corporate employee, I know firsthand the importance of exercise and proper nutrition for physical health and mental well-being. I wanted to help others in the corporate world who face similar challenges, which led me to start my own business. My company focuses on promoting healthy lifestyle choices and offering solutions to organizations to address these issues. Through my business, I aim to educate people about the significance of proper nutrition, regular exercise, sleep hygiene, positive psychology, and overall wellness. I provide them with the tools and resources they need to achieve their health goals. Ultimately, my goal is to make a positive impact on individuals, organizations, and families and contribute to a healthier and happier community.

What or who has been your greatest influence in business and why?

As a female entrepreneur, I have always looked up to the women who have come before me and made a name for themselves in the business world like Sara Blakely and Oprah Winfrey. These women have been a great professional influence on me, and I have learned a lot from their experiences and successes. Their stories of hard work, determination, and a strong vision, have inspired me to pursue my own entrepreneurial journey and to never give up on my dreams. I am grateful for all the trailblazing women who have paved the way for me.

Feature Story - Meet Aesha Tahir

What's the best advice you have received in business that you wish to pass on to our readers?

The truth about becoming successful in business is your mindset. To succeed, you need to have a strong and positive mindset, the ability to think critically and creatively, and the determination to overcome any obstacles that come your way. You need to be willing to take risks, learn from your mistakes (there will be many), and constantly adapt to changing circumstances. While there may be some tips and tricks that can help you along the way, ultimately it is your mindset and determination that will decide your success in business. Focus on developing these qualities within yourself, and the rest will follow.

What productivity tools do you use?

As someone who values organization and productivity, I have a few go-to tools that I rely on. When it comes to brainstorming and organizing information for a project, I prefer the tried-and-true method of using an easel pad with sticky notes. For digital storage and collaboration, I use Google Drive, which provides a cloud-based solution for storing and sharing files with team members. And to simplify the appointment booking process, I use Calendly, which is seamlessly integrated with my website and calendar.

Do you have any new projects coming up?

As the author of the popular wellness book "Unhunched: Discover Wellness Through Posture," I have several exciting projects in the pipeline. Currently, I am focused on developing an online course and an accompanying App to complement the book. Additionally, I am in the early stages of brainstorming my next book idea and have recently launched a new podcast called "Total Wellness Factor." It's been a fulfilling year as my book is an international bestseller and it's now readily available on Amazon.

Feature Story - Meet Aesha Tahir

What is a typical day like for you?

Beginning my day with a workout is a must for me, so I rise early to get started. To make things easier, I lay out my workout clothes on my vanity table the night before. I find that a vigorous workout helps me start my day off right and feel more productive. Following my workout, I attend meetings with my staff and network with other business owners. Most days I have coaching clients or wellness workshops in afternoon but if I don't then I focus on writing for my personal blog or magazine columns. To wrap up my workday, I dedicate time to email correspondence and setting goals for the next morning. Finally, I like to end my day with a leisurely long walk with kids.

What do you do for fun/relaxation?

Whenever I start feeling overwhelmed, I take a break from my electronic devices for at least an hour and engage in some physical activity. I enjoy a variety of activities, including running, hiking, biking, and taking yoga classes. Being active, spending time in nature, and breathing in fresh air helps me unwind and clear my mind. I love exploring new places and pushing my physical limits while running and hiking, while biking allows me to cover more ground and appreciate the scenery. Yoga, on the other hand, helps me connect with my breath, stretch my muscles, and find inner peace. Whether I'm running on a trail, biking through the city, or flowing through a yoga class, I always feel refreshed and rejuvenated afterwards. For me, movement isn't just fun and relaxing, it's an essential part of my daily routine.



Feature Story - Meet Aesha Tahir

Tell us about your community involvement – what you are passionate about outside of work and home and why/how you participate?

Community involvement and volunteering hold a special place in my heart. I firmly believe that giving back to others not only brings a sense of fulfillment but also fosters a spirit of camaraderie and belonging within the community. In my role as the director of the afterschool running club at my kids' elementary school, I can merge my love for running with my goal of helping children cultivate healthy habits and enhance their self-esteem. Additionally, as an active member of Toastmasters, I volunteer my time to assist others in improving their public speaking and leadership abilities. This is a wonderful opportunity for me to connect with individuals from diverse backgrounds and learn from their unique experiences.

Is there anything else you would like to share with our readers?

The key to achieving your business goals is to start today! Waiting around for funding or assistance from others will only hinder your progress. The only real way to learn is by doing, so it's crucial to act and begin executing on your ideas, even if it means taking small steps. Remember, progress is progress, no matter how small. So, take that first step towards your goals today!

What is the number one book you recommend to our readers? And why?

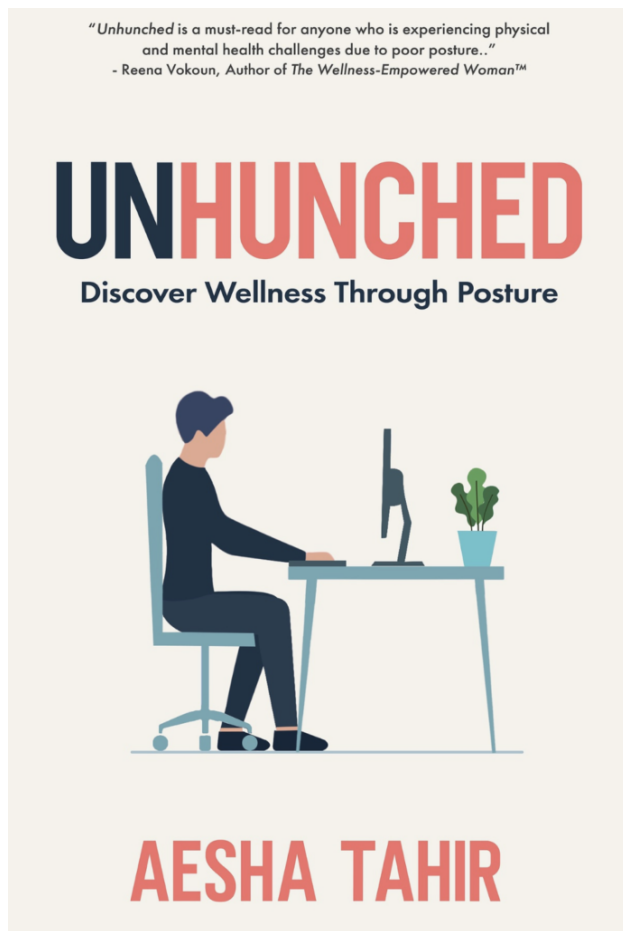
Female entrepreneurs looking for a new perspective on building a business that aligns with their values, passions, and purpose should read "Soul-Sourced Entrepreneur." Author Christine Kane provides valuable insights on the significance of trusting one's intuition, taking risks, and learning from mistakes. The book also tackles the distinct challenges that female entrepreneurs encounter, including imposter syndrome, self-doubt, and the pressure to conform to conventional business models. I gained many useful business-building techniques from this book and highly recommend it to fellow female entrepreneurs.

Feature Story - Meet Aesha Tahir

What's the best way for the readers of WE Magazine for Women to connect with you?

I relish the opportunity to connect with other like-minded women. If you're interested in connecting with me, there are several ways to do so. The most common way is to connect on LinkedIn- <https://www.linkedin.com/in/aeshatahir/>

Other platforms to connect are as follows:



<https://www.linkedin.com/in/aeshatahir> Website:

<https://toneandstrengthen.com>

Instagram: @tone_and_strengthen

Facebook:

<https://www.facebook.com/toneandstrengthen>

LinkedIn:

You can find my book Unhunched here-

<https://www.amazon.com/dp/BoC5HBVG8C>

THE POWER OF POSTURE: STAND TALL, SUCCEED IN BUSINESS

BY AESHA TAHIR CORPORATE WELLNESS CONSULTANT COACH | AUTHOR | SPEAKER

I was thrilled to see that Jason was promoted to the chief marketing officer position he had been working towards for the past three years. As his coach, I was delighted to witness his success. When Jason first came to me, he had shoulder pain due to his rounded shoulder posture. His improved physical posture played a significant role in his promotion interview. While it's rewarding to help my clients improve their physical health, it's even more fulfilling to see them become empowered. I've noticed that my clients' health and wellness are often linked to their career success. It's a privilege to witness these kinds of transformations.

Your posture can be the secret to achieving greater success when used correctly. It can help you build positive business relationships, motivate your team, boost productivity, foster team bonding, and deliver your ideas with more impact as an entrepreneur. In my experience as a movement specialist there are three ways in which our posture affects our personal brand.

Boosts Confidence: Poor posture is often linked to back pain, but its affects are far reaching than that. Maintaining an upright posture can trigger physiological changes that enhance our confidence. These changes occur in the form of hormones, including increased levels of testosterone and decreased levels of cortisol (the stress hormone) in our body. By aligning our spine and nervous system, maintaining an unhunched posture can help us feel more powerful and dominant.

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Proper posture not only helps reduce healthcare costs for organizations but also provides emotional health benefits for employees, like higher confidence. By promoting good posture, employers can help keep their workforce healthy, happy, and productive.

Higher Self-Esteem: Maintaining an upright posture results in higher self-esteem. In a study conducted at Ohio State University, students were asked to either sit up straight with an open chest or sit hunched over with their gaze down. They were then instructed to fill out a job application where they listed three positive or negative personality traits that would impact their job satisfaction and performance. After completing the application, the students rated their confidence in their professional abilities and the likelihood of landing the job. Interestingly, the students' confidence levels varied depending on their posture. Those in an unhunched posture felt more confident about the positive traits they listed, while those in a hunched-over stance lacked confidence in their ability to perform the job. Maintaining an upright position can help us believe in our positive traits and empower us with an optimistic outlook on our abilities.

Resilience to Stress: In times of crisis, team members rely on their business leaders to remain calm and make deliberate decisions. Business owners who can manage stress effectively are highly valued. According to scientists, sitting upright is a simple way to build resilience to stress.

A study conducted at University of Auckland investigated the relationship between postural behavior and psychological distress. The scientists found that participants with an unhunched posture reported higher self-esteem, better mood, and less fear when presented with stressful situations compared to hunched up participants. Maintaining an unhunched posture can help build resilience to stress.

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An upright posture is an ingredient for self-confidence, higher self-esteem, less stress reactivity, and empowering thoughts. As a business owner you can use your posture to project confidence, credibility, and your unique brand of charisma, here are a few tips for leveraging your posture effectively during business meetings:

Power Pose: Height and space are nonverbal cues that convey power, status, and confidence. By maintaining an erect posture, keeping your shoulders back, and holding your head high, you can project a sense of self-assurance. To practice open and tall posture, try setting reminders throughout the workday. You can use a timer or post-it notes to prompt yourself to assume an expansive posture for two-minute intervals. This can help rewire your brain to take up more space. Additionally, make power posing a priority before business meetings.

Look Up to Level Up Your Thoughts: Maintaining eye contact is an important aspect of business communication in many parts of the world, including the US, Europe, and Australia. Experts recommend maintaining eye contact for 50-60% of the time to convey engagement and attentiveness.

To improve your ability to maintain eye contact, try practicing leveled eyesight throughout your workday. Position your monitor an inch or two above your eye level so that you can sit tall in your chair. Adjust your rear-view mirror slightly higher, so you drive in an unhunched position. By doing so, you are more likely to keep your gaze leveled during the business meetings and conveying confidence and authority in your business interactions.

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Establish Trust with Your Hands: Establishing trust is essential in business meetings, and one way to do so is by keeping your hands visible. Politicians often use hand gestures during their speeches for this reason. Research has shown that using our hands can activate the Broca's area of our brain, which is important for speech production.



In addition to aiding in speech production, using hand gestures can help us maintain an open posture. By keeping our hands visible during business meetings, we can convey confidence, engagement, and trustworthiness.

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Your posture can have a significant impact on your effectiveness in business. As most of the information we convey comes from our body language, it's essential to pay attention to the messages your body is sending to your brain and other people around you. To avoid undermining your effectiveness in business, try using the tips above to improve your posture.

About the Author

Leveraging almost a decade of experience in the exercise industry Aesha, facilitates fun and engaging workplace wellness solutions. In addition to her corporate workshops, wellness coaching, and professional speaking engagements, Aesha is an accomplished author and columnist. Learn more about her at www.toneandstrengthen.com.

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