

The supplement-company CEO who cut supplements from his own list of essentials.

Keynotes and executive programs built on The Energy Guidebook, fifth edition, a book that applied a test to its own list and retracted two of six.

GERRY MORTON • FOUNDER, NUTRISCIENCE • CEO, ENERGYFIRST • CHAIR OF TWO TIGER 21 GROUPS

Every health talk your audience has heard was given by someone with something to sell. This one is given by someone who sells it, and who says on stage which of his own products the evidence does not support. That is the credibility the room notices in the first ninety seconds, and it is why the rest of the talk lands.

The book behind it has been in print since 2004. Its fifth edition states a four-part test and applies it in public: a large effect, nothing else substitutes for it, you can change it yourself, it applies to everyone. Two long-standing essentials fail. Five pass, every one of them free, and every session below turns them into instructions an audience can start before the next working day.

01 Nutrition	02 Movement	03 Sleep	04 Recovery	05 Connection
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THE SPEAKER

Gerry Morton formed NutriScience Corporation in 2003 and has run EnergyFirst since 2004 and Greens Plus since 2016. He holds an MS in Nutrition and an Executive MBA from UCLA Anderson, with executive programs at MIT Sloan and Harvard Business School. He chairs two TIGER 21 Groups in Los Angeles, the peer organization for entrepreneurs and investors, and was named its top new Chair worldwide; he is a YPO board member and a past President of the Entrepreneurs' Organization Los Angeles. Four Ironman finishes, more than fifty marathons, and a decade running a company on six hours of sleep before the evidence changed his mind.

Audiences that fit: leadership offsites and boards; CEO and founder forums; industry conferences; wealth and family-office client events; medical and fitness trade audiences who want the evidence graded by an insider.

THREE SIGNATURE TALKS

TALK 01 • THE FLAGSHIP

The Test Each One Had to Pass

Six essentials went into the test. Two failed, including the category the speaker sells. What passed is five things and a ninety-day sequence for installing them one at a time. The talk the book was written to give.

For: any general or leadership audience. 20 to 60 minutes.

TALK 02 • FOR LEADERS

Six Hours a Night

What running a company on a deficit actually costs, from the trials: two weeks at six hours produced the performance of a night without sleep, and nobody in the study could tell. Sleep and recovery as operating decisions, not personal ones, and what a leader is allowed to model out loud.

For: executive teams, boards, founder forums. 30 to 60 minutes.

TALK 03 • KNOW YOUR NUMBERS

The Fuel Gauge Is Not Fuel

Blood pressure produces no sensation. Neither does apoB, nor a fasting glucose drifting for a decade. The five numbers worth asking a physician for, what a ring and a watch actually measure, and why a supplement-company CEO gives blood every two months and claims nothing for it.

For: wealth and family-office events, physician and fitness audiences, anyone who runs a business on a dashboard. 30 to 60 minutes.

FORMATS AND FEES

Format	Length	Fee (USD)	What it is, and what the room leaves with
Keynote ANY OF THE THREE TALKS	Up to 60 min, Q&A included	\$12,500	One fee whether the slot is twenty minutes or sixty; the preparation is the same. The room leaves with the test, the five, and a first action small enough to start on Monday.
Keynote + working session SAME DAY, SAME AUDIENCE	60 min + 75 min	\$16,000	The keynote, then a breakout that turns it into a personal scorecard, one five-minute tool done in the room, and a dated commitment.
Working session alone BREAKOUT OR CONCURRENT TRACK	60–90 min	\$6,500	Sleep and Recovery, or Nutrition and Movement: the two essentials nobody schedules, or the two that carry most of the result. Scorecard, live coaching, commitments.
The Energy Audit HALF-DAY WORKSHOP • UP TO 30	3.5 hours	\$15,000	Pre-work sent two weeks out. Each participant scores a personal inventory against the five essentials, redesigns a real week, and leaves with a ninety-day plan dated in ink, a bad-week rule and a named witness.
The Ninety Days FULL DAY • UP TO 40 • BOOK INCLUDED	08:30–16:15	\$24,000	Four modules across the five essentials, the full program individually dated, the organizational version for the buyer, and a signed copy of the book on every seat. Includes a 60-minute virtual check-in with the cohort at day 30.
Follow-through ADD-ON TO EITHER PROGRAM	3 × 60 min virtual	\$7,500	The book's argument is that ninety days is where change happens, not the day of the event. Three live cohort sessions at days 14, 45 and 90: scorecards re-run, plateaus troubleshoot, accountability pairs kept honest.

THE TWO EXECUTIVE PROGRAMS, IN DETAIL

The Energy Audit: half day

\$15,000

Best for: executive offsites, leadership cohorts, boards, partner groups. Up to 30 participants

Two weeks out Pre-work: seven mornings on the scale averaged, waist at the navel, and, for those who can get it, a recent lipid panel with apoB.

Block 1 • 75 min The biology of the deficit: what feeling fine hides, what six short nights do to glucose handling and to a diet, the four-part test and the two essentials that failed it. Then the personal inventory: the numbers you have, the ones you do not, and a 0-to-4 score on each essential.

Break • 15 min

Block 2 • 75 min The operating rhythm: each essential with its number and its instruction; the assembled week; a twenty-minute redesign of each participant's own calendar with the three strength sessions placed first.

Synthesis • 45 min The whole program on one page, dated in ink: the baseline weekend within fourteen days, two changes on Monday, the week-12 checkpoint in the calendar, a bad-week rule, a minimum viable week, and a named witness. Commitments said out loud.

Every participant leaves with a personal ninety-day plan built on their own numbers, and the organizer receives a one-page summary of the room's aggregate scores, never individual ones.

The Ninety Days: full day

\$24,000

Best for: leadership teams and cohorts that want the whole program installed. Up to 40, book included

08:30 Welcome and baseline. Why the book changed; the starting-point sheet.

09:00 Module 1: Nutrition and Movement. The 75 and the 20: protein arithmetic on a plate, the food environment, the strength and aerobic programs, the step floor, after fifty.

10:45 Module 2: Sleep and Recovery. Live scorecard; supported, unsupported and folklore; five minutes of breathing done together.

12:15 Lunch: protein first, then a ten-minute walk outside without headphones. The program in miniature.

13:15 Module 3: Connection, measurement, and the team. The largest number in the book; the message sent in the room; the email to your physician; what a team can do for each other and what it must not.

14:45 Module 4: The ninety days, dated; the organizational version; accountability pairs with the first check-in in both calendars.

16:00 Closing circle and book signing.

Includes a signed copy of the book on every seat, printed worksheets, and a 60-minute virtual check-in with the cohort at day 30. Add the Follow-through program for days 14, 45 and 90.

INCLUDED IN EVERY FEE

A planning call with the organizer, and examples customized to the audience, because a physician group and a founder forum do not get the same talk.

The slides and worksheets, and for workshops the pre-work and the one-page program printed for each seat.

A one-page summary for attendees, covering the five essentials, the first fourteen days and the test, sent to the organizer the next morning for distribution.

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No pitch. Nothing is sold or sampled from the stage. The categories the speaker's own company sells are graded on stage exactly as they are in the book. Which is to say, lowest.

BOOKS

The Energy Guidebook, fifth edition: hardcover, 388 pages, list \$34.95. Bulk pricing for events: **50–199 copies at \$24, 200 or more at \$20**, signed on request, shipped to the venue. The book carries the citations for everything said from the stage, and the ninety-day program the talk points to.

ALSO AVAILABLE

Virtual keynote, \$6,500. Any of the three talks, live, up to 60 minutes, same decks, professional setup; recording for internal use included.

Peer-network rate, \$5,000. A keynote or working session for YPO, EO, TIGER 21, Vistage and similar forums, the member organizations that shaped the book's connection chapter. Workshops by arrangement.

TERMS

Travel. Fees exclude travel. A flat buyout of \$2,000 within the continental United States covers airfare, two nights' hotel and ground; Hawaii, Canada and international by arrangement. The speaker is based in Los Angeles.

Booking. Fifty percent on signature holds the date; the balance is due fourteen days before the event. A date moved with more than thirty days' notice carries the deposit to a new date within twelve months.

Claims. Sessions describe evidence in terms of nutrients, foods and practices, not brands, and make no claim to diagnose, treat, cure or prevent any disease.

"Two of the six essentials this book has taught since 2004 failed the test. One of them is what the author sells." That is the line on the front cover, and the reason the room listens.

BOOKINGS AND ENQUIRIES

gerrymorton.com/contact

Manhattan Beach, California · Dates for 2026–27 are open now; most events are booked eight to twelve weeks out.

THE BOOK

The Energy Guidebook: The Five Essentials of Sustained Health, Strength and Energy, fifth edition, 2026. Hardcover and Kindle. First published 2004; about 110,000 words and 420 citations across eleven reference lists.