

From Polo to Plant Food



J. Morris Hicks

Former Ralph Lauren executive's shift to plant-based eating leads to new career as author, speaker consultant and activist.

Eight years after leaving Polo in the autumn of 2002, I became curious about the optimal diet for humans. No medical issues, not fat, just curious.

So I began with a search for the author of a health book that I'd read many years earlier while working for Polo. When I found his latest book, Amazon suggested three others for me to consider. One thing led to another and by mid 2003--after reading 30 or 40 books--I concluded that a whole food, plant-based diet was the optimal diet for human health.

Then, I read two more books that focused on how our food choices affect the environment, world hunger, and the suffering of animals. Suddenly, I had what I called my "blinding flash of the obvious," saying loudly to myself,

"Oh my God, we're eating the wrong food!"

So how can I make a living with that knowledge? Having learned that most chronic disease could be easily prevented or even reversed with an optimal diet, I decided to leverage my consulting and executive background to assist large corporations in lowering their out-of-control cost of healthcare.

Although that particular business idea has yet to bear much fruit, many other things have.

Since 2002, I have made it my business to get to know the leaders of the plant-based movement. And when I published my first book, *Healthy Eating, Healthy World*, in 2011, all three experts who influenced Bill Clinton to go "plant-based" in 2010 provided endorsements. They were: Dr. T. Colin Campbell of Cornell, Dr. Caldwell Esselstyn of the Cleveland Clinic and the well-known physician, Dr. Dean Ornish of San Francisco. Also, in 2012, I joined the board of directors of the *T. Colin Campbell Center for Nutrition Studies*.

There's more. Since starting a blog in February of 2011, I have posted well over 1,000 articles on my website at hpjmh.com. And as the book and blog picked up steam, I began to get paid for speaking engagements and have had opportunities to discuss the crucial global feeding model with powerful world leaders like James Cameron and Ted Turner. When well-known leaders (like them) start making enough noise, more people will learn what we must do to preserve Mother Nature's ability to sustain us as a species. What could possibly be more important than that?

Book #2. In April of 2014, I was contacted by Kerry Graff, MD, who had found my *4Leaf Survey* online while searching for tools to help educate her patients about the power of plant-based eating.

Later that year, we co-authored a book, the *4Leaf Guide to Vibrant Health* and published it in August of 2015. The following year, we were both asked to speak to 800

medical professionals at the 4th annual *International Plant-based Nutrition Healthcare Conference*, the world's largest.

Bottom Line. My new way of eating has exceeded my wildest dreams. I have found my major definite purpose in life, launched a brand new career and am truly enjoying the warm feeling of "making a difference."

What's next? It's time for me to return to the corporate world--not as an executive, but as a consultant to assist forward-thinking CEOs in slashing their cost of healthcare by hundreds of millions of dollars a year. We can do that by simply helping their associates achieve vibrant health by learning to *eat the right food*.



Stay tuned. As the first wave of pioneering CEOs begins to take advantage of the many benefits that come from a healthier workforce, companies who don't undertake similar initiatives will have trouble competing with those who do.

Sincerely,

Jim Hicks

PS: Maybe there really is life after Polo. Perhaps the *Ralph Lauren Corporation* will be my first *4Leaf* client.

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