

## Do you know how you can turn pressure into profit?

We all know that our society is getting faster, we're now connected 24/7 and the demands placed on professionals in all walks of life are growing. The same is true outside of the workplace. Social stresses are increasing – road congestion and commuting, rising cost of living, political uncertainty and an apparent breakdown in traditional social support networks such as the nuclear family and marriage all add to the stress we experience in our lives.

### How does stress damage your performance?

Stress is a massive problem for industry, businesses, our economy and our healthcare system. But more importantly stress can have a devastating affect on your performance and productivity – and if you don't learn how to cope you will suffer physical damage, performance failure and financial loss!

*How you might ask?* Well it is very simple.

We live in an information based society, so our ability to receive, process and communicate information is critical to our success. Here's the downside – when you trigger your stress response – commonly known as the fight or flight response – several things happen in your body. For an information worker the most debilitating affects are:

- Up to 80% of the blood leaves the frontal part of your brain  
*(this is the bit you do intellectual work with)*
- Your emotional centres start to shut down so you can't relate to people
- Your reptilian brain takes charge – which is a bad thing because this part of your brain is primarily concerned with survival – fighting, feeding and sex – so you're not in the most enlightened state for relating to clients
- And your communications become very emotionally charged – all you see is danger and threats.

I'm sure you will agree this is not the best state to be in if you're trying to make a living in the information age.

*Click [here](#) if you want to find out how stressed you are.*

### So how do you overcome stress to achieve peak performance?

This is actually extremely easy.

The Health and Safety Executive have a really good definition of stress -  
*'The adverse reaction people have to excessive pressure or other types of demand placed on them.'*

So a few things to understand. Firstly for the testosterone jockeys among us who say they thrive on stress – they're wrong! Stress is bad. Period! Some people may thrive in high pressure situations and as long as they can manage the pressure to avoid stress that's fine – but when stress does kick in – you're in trouble.

And also note that workplace pressure is a major cause of stress but other types of demands can also mean environmental stressors – what happens outside of the office. Commuting, financial problems, relationship issues, loneliness and isolation are all contributing factors to increasing the impact of stress.

So how do you achieve peak performance? *Easy: don't get stressed.*

*So how can you do this?*

- Firstly learn to **say NO!**
- Don't take on any task that's not directly related to your performance objectives.
- Commit when you say YES!
- When you do accept a task JUST DO IT! Don't prevaricate, and waste time, just get the job done and move on.

**Don't become a victim!**

Victims allow others to control their lives, dictate their pressure levels and generally cause them to have a miserable time. People who fall into this trap end up on a self destructive treadmill becoming workaholics for no real reward.

*Find out if this is you by [clicking here.](#)*

You're actually running on autopilot for most of your life!

This is a bad thing as most of the behaviors you follow were learned very early in your life and these may be unsupportive or even destructive to your aspirations as a professional in the information age. So you need to learn how to reset your head, to clear the self limiting beliefs and self destructive behaviours which are dictating your success (or lack of it!). This can easily be done once you learn the right tools to do the job.

And if you're in sales you're in real trouble!! And in some form or other we're all in sales!

You see, selling places us in a situation where we're operating contrary to our basic human survival instincts and self preservation desires. Our most powerful motivator is the need to feel wanted and loved. What do we equate with sales – refusal and rejection! Were you told not to speak to strangers as a child? What do sales people have to do – go out and talk to complete strangers! Were you ever told it's rude to interrupt? What are you trying to do every time you make a cold call?

So not only do sales professionals suffer from all the workplace and societal pressure that affect everyone in the information society we live in. They're also fighting against deeply embedded psychological resistances and self limiting beliefs. No wonder it feels so difficult.

**So what should you do next?**

If you want to improve your professional performance, learn how to overcome your self limiting beliefs and accelerate your sales effectiveness (as well as improve your health, sense of well being, relationships, sports performance, finances and love life!!!) call us for a free consultation because you can learn how to achieve all this in only a few weeks.

*Call 01522 511425 or email [david@helpmeovercome.com](mailto:david@helpmeovercome.com) for more information using i4C as a reference.*