This is your Brain, this is your Brain on Stress

Energy Management for High Achievers

Fred Schafer, MS, CFT
www.fredstrikes.com
Why Should I Listen to this Guy?

- Masters Degree Wellness, wellness book
- 57 years old, entrepreneur, medical fitness trainer, biz consultant
- Studying High Performance Living 41 years
- Multiple management/supervisory careers - hundreds employees
- Married (to Psychologist) with 3 kids from 14 years old to 28
- Downsized 3 times, divorced 1x, $ devastation, serious hair loss
- Recovered Over-angry workaholic
- Four years rehab hosp, med fitness training seniors
- Mentoring Men Mission “New Life Recovery” Program
- 14 years conference keynote/break out speaker
Why are you here?
What do you hope to leave with?
Unhealthy Stress makes a mess!

- 86% Doctor’s visits stress induced illnesses
- Live in fear and constantly worry
- Over 28 million antidepressants + pain killers
- Ages us faster by damaging our DNA
- Weakens the immune system
- Increases risk all disease
- Can “damage” your brain
“Stress”

Objectives

1) Define what “Stress” really is and the dangers
2) Create your Cause/Positive Activating Challenge
3) Establish that the key to confidence is Preparation
4) Comprehend that we want to manage Energy
5) Decide to “Turn Pro” and turn off “Resistance”
6) Reinforce the importance of Perseverance
Stress = **Fear**!

So, “What is your greatest fear?”

What Can You Do About it?

External Locus versus internal locus
The Physiology of Stress

The stress response and what goes on inside of your brain and body!
STRESS

The Original Design...

- Real or Perceived Stressful Event

- Feelings of Loss of Control
- Bodily or Mental Tension
Fight or Flight?

- Cortisol & Adrenaline Dump (Fire hose)

- Dead or Alive?

- Body Returns to Homeostasis (Normal)
In Today’s World...
Cumulative Chronic Stress

- Real or Perceived Stressful Event
- Everyday Irritant or Long Term Dilemma
- Feeling Out of Control
- Bodily Mental Tension
- No Resolution in Sight
- Drip Drip Drip........Stress Stew
- Long Term Elevation Cortisol/Adrenaline
“Stewing in Your Own Stress Juices” - Body Sensitized & Over Reactive

- Serotonin Depletion
- Depressed Mood & Energy
- Attempt to Correct with “Brain Drainers”

- Coffee - Stimulants
- Sugary & High Fat Foods
- Tobacco & Alcohol
- Drugs & Medications
- Diet Sodas
- Excessive Exercise
“I try to keep my coffee buzz going till the Martini buzz kicks in.”
A Vicious Cycle!

- Abnormally Elevated Insulin – Fat stores/disease
- Further Depleted Serotonin, Depression, Anxiety
- More “Oil Light” Brain Suckers….
- Poor Sleep, Immune System Overloaded & Depleted
- Crash & Burn…Irritable & Overly Edgy
- Ongoing Angry reactors 7 times more likely die heart attack
- Sickness, Disease…Premature Death & Disability
The Brain is Like a Muscle - It Responds and Develops by How It Is Trained

“You are what you are, you are where you are because of what has gone into your mind. You change what you are, you change where you are by changing what goes into your mind”
The Answer is Always in Your Systems
Energy Management Versus Stress Management

• Stress “Management” is Mediocrity and a Defensive, Fear Based “Hunkering Down” Strategy.

• This approach tends to avoid anything that increases stress in our lives. Hiding from life versus seeking it.

• Statistically, these people have shorter, more disease prone lives. Applies to you and the people you serve.

• Energy Management is for High Performers and a Proactive Pursuit of Objectives Approach to Life
“Emotionally negative, distressed states selectively produce rises in cortisol to accompany the cardiovascular and catecholamine activation. Therefore, cortisol may be specifically sensitive to negative emotional states such as fear”
The Wellness Wheel

Physical health
Mental/emotional health
Social/relationship health
Intellectual/Prof health
Spiritual health

Hardiness factor
Feeding the Mind in Five Minutes Per Day
Physical Pillar and Brain Health

- Beta Endorphins, Blood and Oxygen
- Three Outcomes...
- Physical performance – motor skills/nerves
- Health measures
- Body Composition
“Emotionally positive, activating challenges call forth increased cardiovascular and catecholamine responses without activating cortisol.”
What is Your Cause?
Some thoughts to consider…

“You can get everything you want in life…

Drill Your Skill to Create More Thrills for ALL

“Don’t Ask What the World Needs…

“If you want to dine with the classes…"
What is your Cause?

Can be Super Simple – Love??

Outcome Goals versus Process

Four Emotions That Move Us

Your Bold Declaration Statement

1000 words draws a picture - subconscious
Participation Time!

Pick only one – the easiest

“What small, bold trivial step could you take daily to improve the quality of your??:

Work

Health

Relationships

Be Bold...
Masterpiece Day

• 100 Words

• “Manage” Time, Stress or Energy?…Manage Activities

• Master Rule of Management – 6 Most important things

• 80/20 Rule – Your peak 96 minutes – Bold Declaration

• Email, Voice Mail.................
Who Are You?

10 Word Strength Slogan

GUINNESS FOR STRENGTH
The Number One Skill to Greater Success and Less Stress is…

"I didn’t SAY you were stupid."
"I didn’t say YOU were stupid."
"I didn’t say you were STUPID."

All workplace problems are people problems?
All people problems are ______ “situations”
Everything we do at work involves words
People who are not good with words struggle
Communicating is not talking, its connecting
Read, write, speak & learn persuasive skills
Asking better questions

The Brain cannot reject a question

Why am I so stressed?

Why am I so tired?

I wonder what will go wrong today?

How could I be so stupid?

Why is so and so such a jerk?

How come I’m so depressed?
You think you have problems?

Changing perspective to reduce stress

Problem, challenge, opportunity or situation?

The problem with the word, “problem”

Problems truly are opportunities…..

Solving situations is more soothing
How can **YOU** make things better?

- All or None Thinkers Don’t Make it
- Small Trivial Consistent Improvements- Kaizen
- Three essentials to Kaizen Success
  - **Self-esteem**, focusing on flaws? Not worthy?
  - **Optimism**, give truth and hope (3-7 years?)
  - **Purpose** or cause
Great & Stupid Ideas Time

List 10 Things You Could Do Today to Make Things Better In The Greatest Challenges You May Be Facing

Even IF You Can Only Give It Five Minutes Of Your Time
What and when we feed our minds directly affects your stress

- Never watch the news or read the paper first thing in the morning or before bed
- Getting advice from emotional amateurs
- Fortifying your mind, heart and spirit through other winners
Professional Prowess

- Improve your leadership skills
- Every great leader was once a great follower
- Feed your mind good stuff daily
- Get Outdoors
We Don’t Know Our Strength and Think It’s All Been Done

• **Be Bold** – What would you attempt to do if you knew…

• **Become Exceptional** - At one thing – “Mastery”

• **Use your Strengths** – To strengthen others

• **Leave Your Legacy** – Discouraged or encouraged?
NEVER NEVER QUIT!

- Most people give up just when they're about to achieve success. They quit on the one yard line. They give up at the last minute of the game one foot from a winning touchdown.

- Ross Perot
Thank YOU!!
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