

# Stress Management in New & Expanding Businesses



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# Some Issues in Starting or Expanding a Business

← Financing

← Location

← Contracts

← Business plans

← Employees/Payroll

← IRS/Taxes

← Competition

← Suppliers

← Marketing

← Cash flow

← Partners/Relatives

← Regulator bodies

← Franchisers

← Inventory

← Technology

← Customers

A vertical bar on the left side of the slide, featuring a color gradient from orange at the top to purple at the bottom. At the top, there are three arrows: a grey one pointing left, a red one pointing right, and an orange one pointing up.

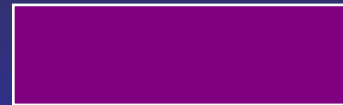
# i'm STRESSED OUT?



*“Is there anything I can do  
to lower my stress?”*

# Bio-Dots

**Very Relaxed**



**Relaxed**



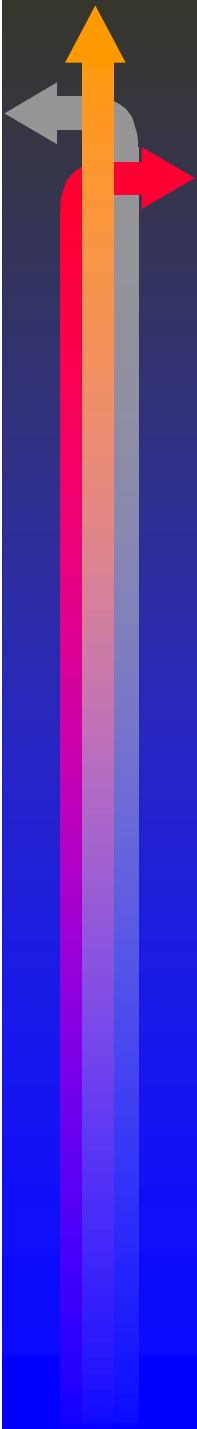
**Normal**



**Tense**



**Very tense**





# What is stress?

Stress is defined as the physical and emotional state

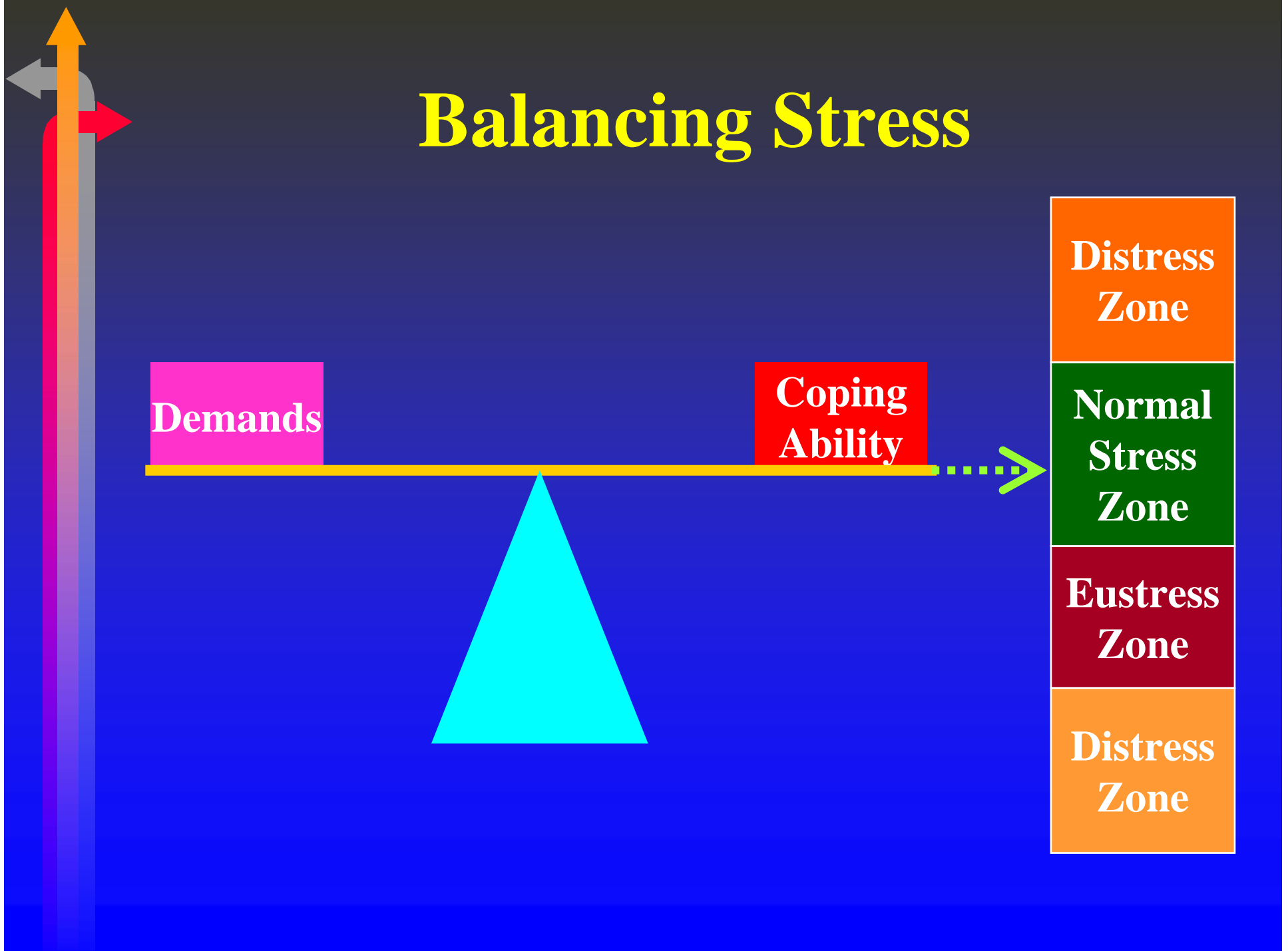
we experience when there is a mismatch between:

**the demands upon us**

and

**our perceived ability to cope with the demands.**

# Balancing Stress



Demands

Coping  
Ability

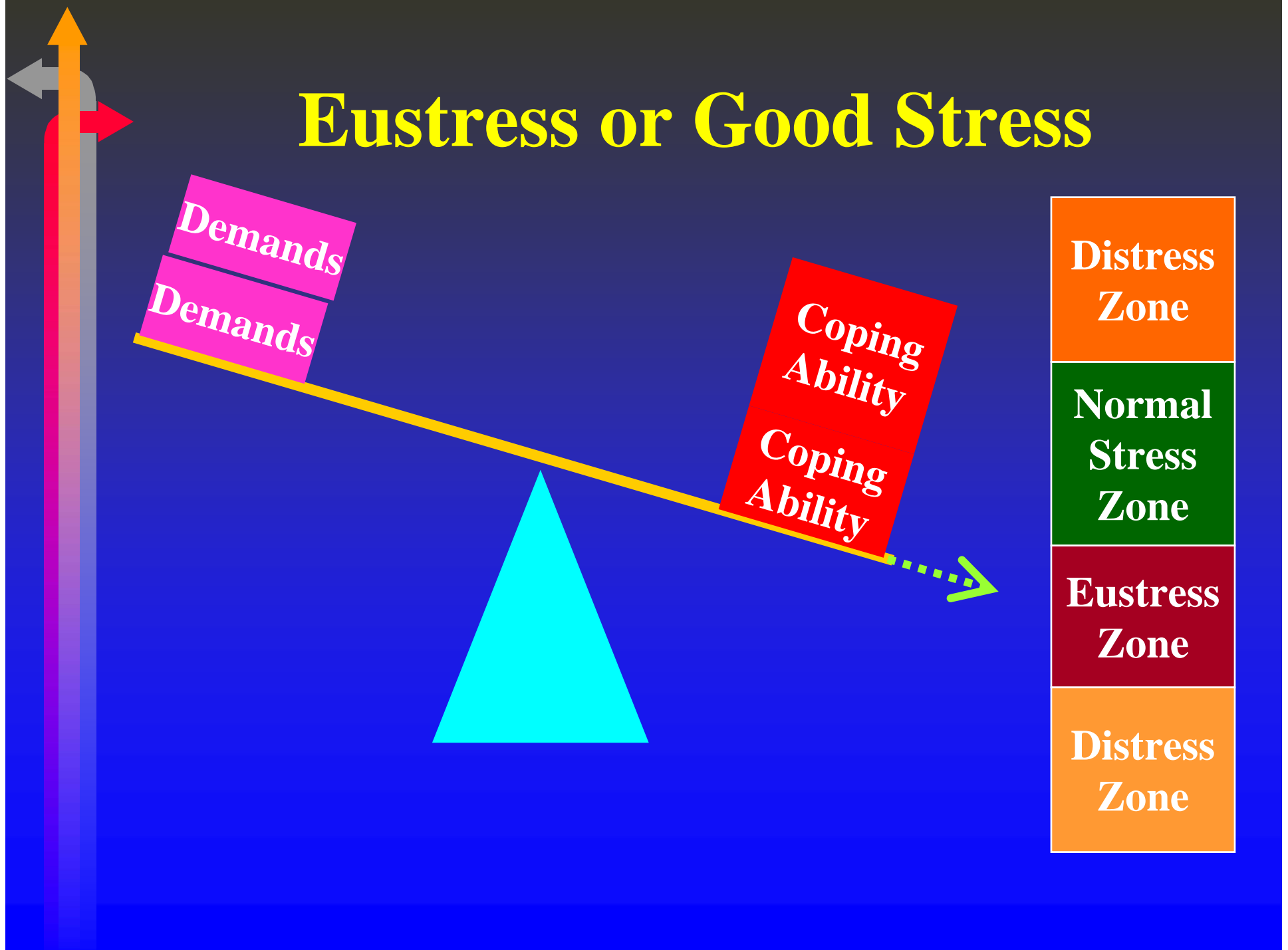
Distress  
Zone

Normal  
Stress  
Zone

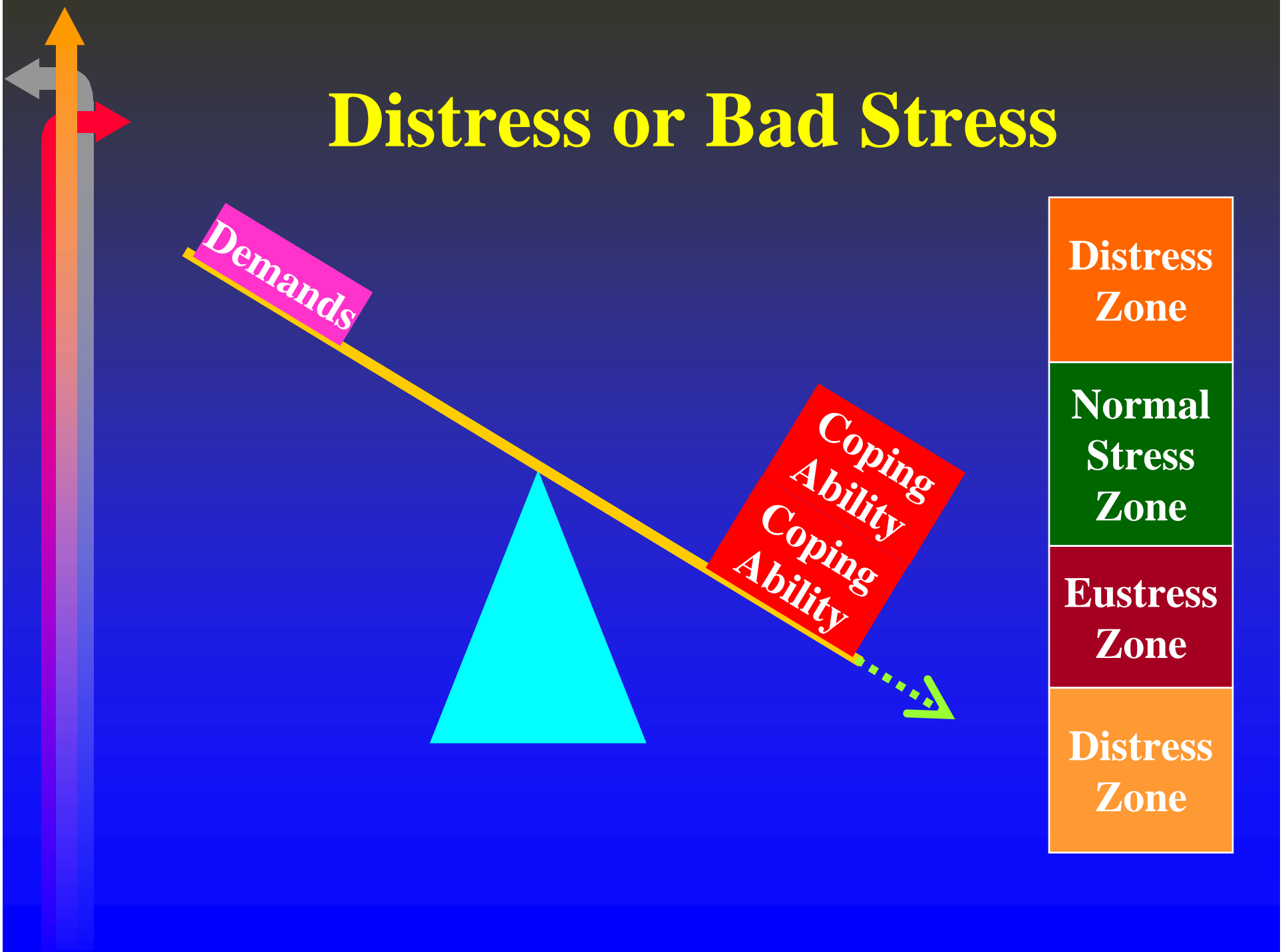
Eustress  
Zone

Distress  
Zone

# Eustress or Good Stress



# Distress or Bad Stress



Demands

Coping Ability  
Coping Ability

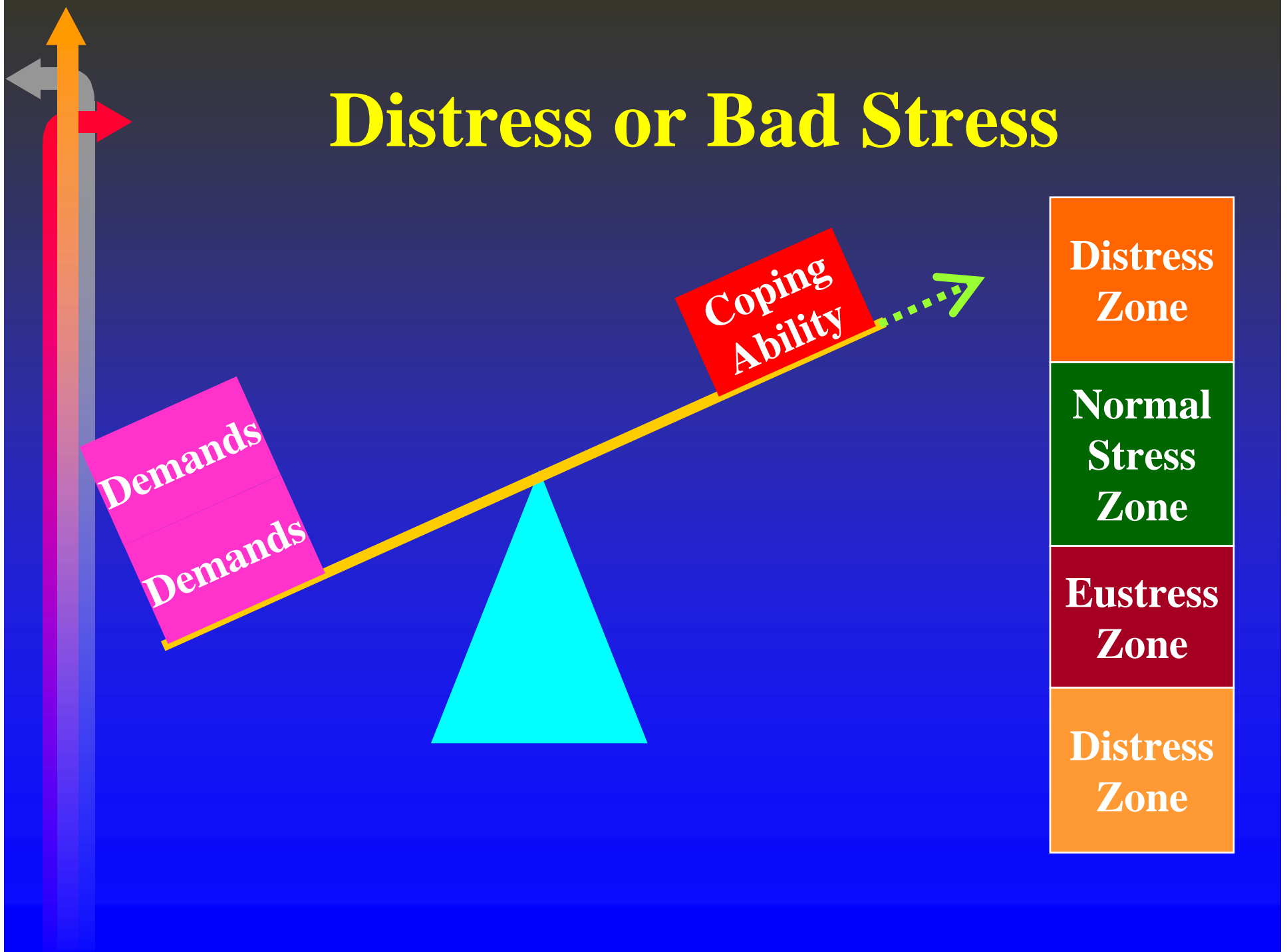
Distress Zone

Normal Stress Zone

Eustress Zone

Distress Zone

# Distress or Bad Stress





# Ok, so what can I do?

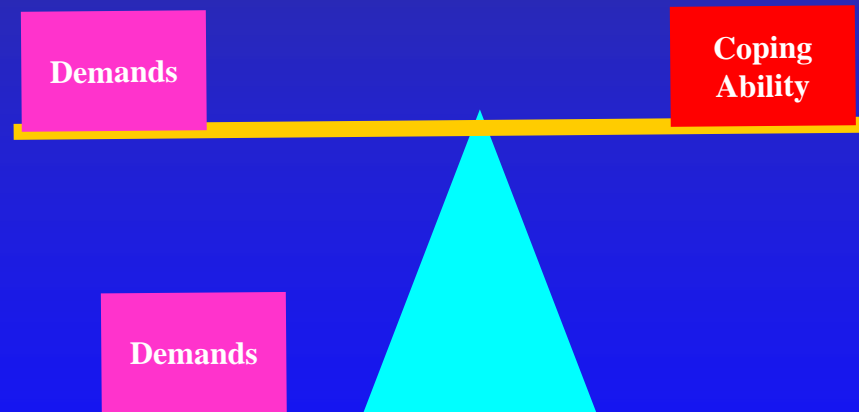
← Reduce demands

← Improve coping skills



# Reduce Demands

- ← Keep the main thing the main thing
- ← Keep count of life events
- ← Learn to say “no”
- ← Organize your life
- ← Be realistic
- ← Delegate
- ← Get help
- ← Avoid uncertainty
- ← Avoid procrastinating
- ← Find a job that fits your personality & abilities



# What Is the Main Thing?

*Important*

Important

No  
Control

**Main  
Control  
Thing**

Not  
Important

No  
Control

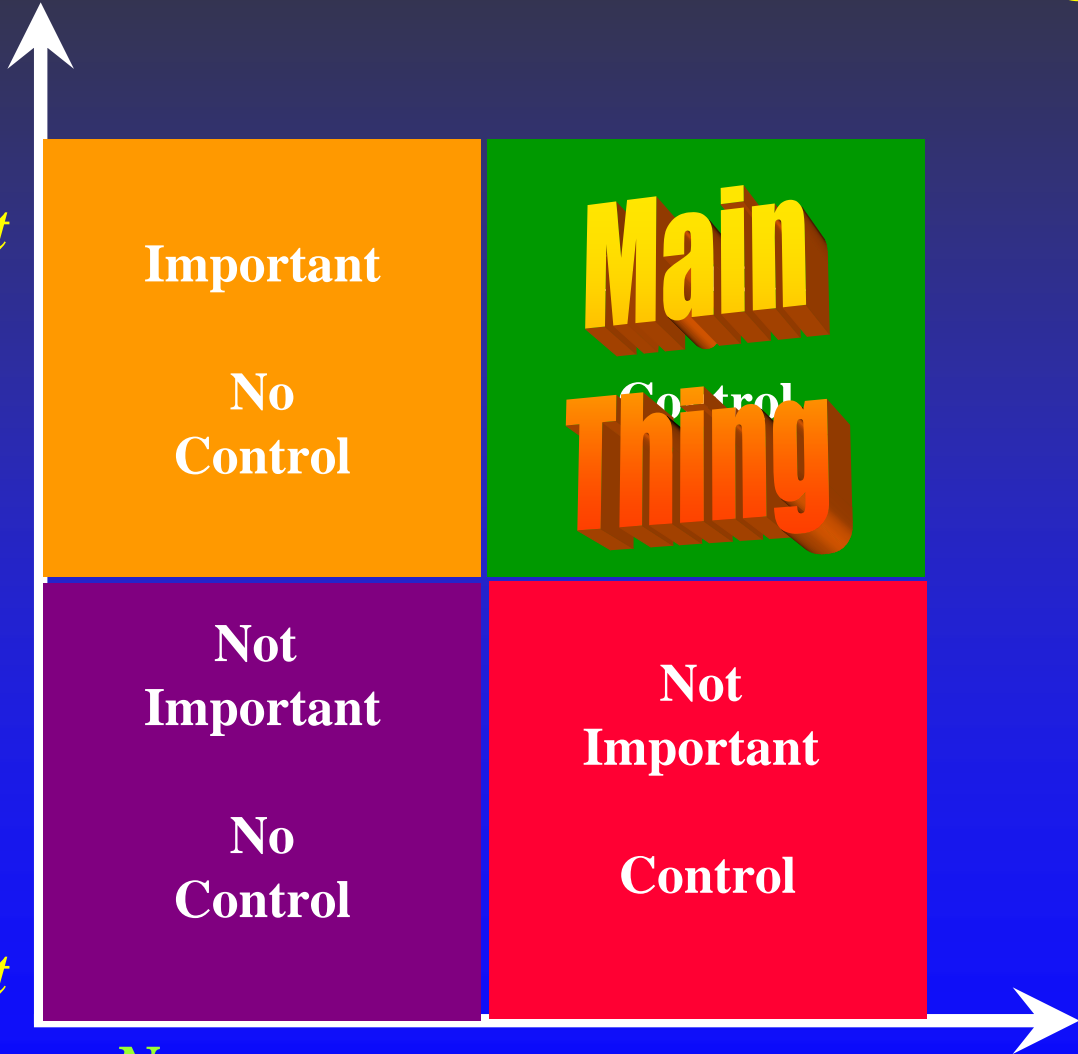
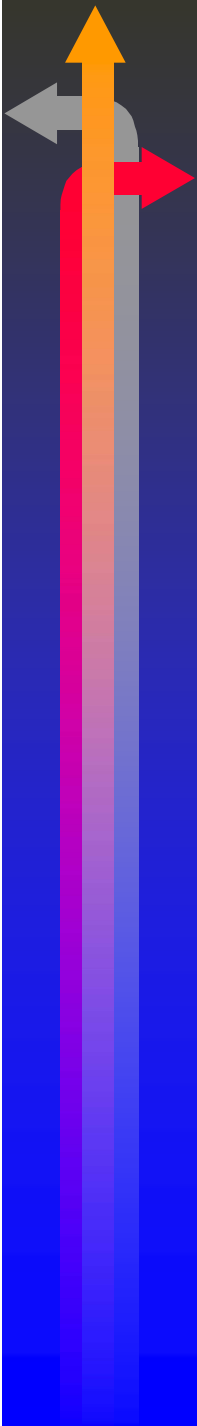
Not  
Important

Control

*Not  
Important*

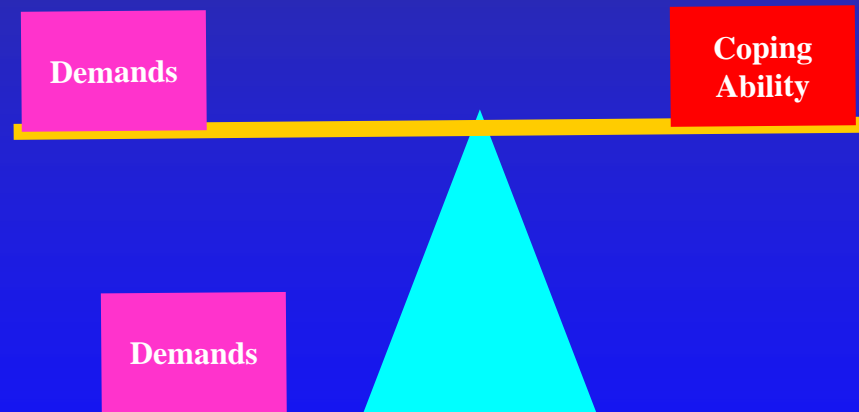
*No  
Control*

*Control*



# Reduce Demands

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# Improve Coping Skills

← Make time for yourself to recharge

← Develop relaxing daily activities

← Breathing exercises

← Biofeedback techniques

← Visualization

← Meditation

← Prayer

← Get help

← Exercise

← Practice progressive muscular relaxation

