From Primitive to Productive: 3 Steps for Dealing with Stressful Situations

CATHY THOMPSON
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FROM PRIMITIVE TO PRODUCTIVE

Thank you for downloading this free resource from Cathy Thompson Leadership!

I created this 3-step system based on my own lived experience with extremely stressful situations in my businesses. My background is in psychology, and I love that we can influence our business by paying attention and slowing down when dealing with a situation.

Practice this process with less stressful events so if something major occurs, you already have the coping strategy to move through the situation in a more productive manner.

Cathy

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Easy 3-Step Process for Stressful Situations

Step 1: STOP

At the moment we hear something that triggers fear, our brain jumps out of our head and we get jolted. The primitive brain kicks into the "fight or flight" mode and it becomes less helpful at dealing with this situation. Before reacting, you need to stop what you are doing (everything!)

Step 2: BREATHE

Now that you've stopped what you are doing, it's time to take a BIG breath (belly breath/diaphragmatic breathing). When you breathe in & out deeply, it elicits a calming response in our bodies and brains

Step 3: GET EXCITED

When fear is triggered, it seems counterintuitive to think about excitement. However, research supports the concept that when you tell yourself "I am excited" (over & over), you start to feel calmer and your brain starts to kick back in to become productive, instead of primitive.

"When you are calm, you can take action more clearly rather than feeling overwhelmed and making quick, uninformed decisions."

-Cathy Thompson

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ABOUT CATHY

It all started when I was 4 years old, selling dandelions door to door (unbeknownst to my mom) and over time I have realized that I have a strong entrepreneurial spirit.

That, combined with being a lifelong learner and a curious person, I have founded and co-founded six successful organizations. I have also had a 15-year career in mental health and addictions along with knowledge translation.

I have spent nearly 3 decades as a business owner and entrepreneur. I have a lot of lived experience with different types of business ownership; sole proprietorship, partnerships, corporations, licences and franchises. What keeps me going are three things: my curiosity, creativity and willingness to take risks.

I am looking forward to sharing time with you and seeing how your business will continue to grow and flourish and reach the success you are dreaming of.

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