

THE GIFT OF
STRESS

“COACH VJ”
VERA JO BUSTOS

A Stress is **HARMFUL** and should be avoided, reduced, and managed.

B Stress is **HELPFUL** and should be accepted, utilized, and embraced.



Do you believe stress is
HARMFUL to your health?

High levels of stress **increased** the risk of dying by

43%

1821K

Americans may have died prematurely because they **believed that stress was harming their health.**

P  **W E R**

OR

P  **I S**  **N**





POISON

I'm not good enough.
If I mess this up, it's over.
I'm a fraud.
I have to do this perfectly.
I can't handle this.
Nothing I do will make a difference



POWER



POISON

I'm not good enough.
If I mess this up, it's over.
I'm a fraud.
I have to do this perfectly.
I can't handle this.
Nothing I do will make a difference.



POWER

I'm equipped for this moment.
I've earned my seat at the table.
I bring real value.
Progress beats perfection.
I'll take this one step at a time.
Every action compounds.



GOLDEN RULE



If you **wouldn't say it** to your role model, best friend, or child, you have no business saying it to yourself.



STRONGEST PERSON

ACTION STEP



① **DROP THE POISON**

②

③

DON'T . . . Think about an elephant.

~~DON'T~~ . . . Think about an elephant.

~~DON'T~~ . . . Blow this sales pitch.

~~DON'T~~ . . . Screw up in the meeting.

~~DON'T~~ . . . Lose this client.

DON'T . . .

drop the ball!

DON'T SPEAK

increases

TENSION

creates

PRESSURE

DIRECT . . . Stay locked in.

DIRECT . . . Be confident & deliver with poise.

DIRECT . . . Focus on my talking points.

DIRECT . . . Bring immense value.

DIRECT SPEAK

Language directs focus,
and

Focus directs performance.

ACTION STEP



① DROP THE POISON

② USE DIRECT SPEAK

③



MINDSET SHIFT

CoachVJ.com | MentalitySolutions.com



NERVOUS



EXCITED

NERVOUS

- ✓ Sweaty
- ✓ Butterflies
- ✓ Heart Rate Increases
- ✓ Adrenaline Spikes

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EXCITED

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NERVOUSNESS
= EXCITEMENT + WORRY

STRESS

= CARING + UNCERTAINTY

MINDSET

REFRAME

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Stress → **Signal of Meaning**

- **Growth Zone Alert** - Stress tells you you're about to level up.
- **Challenge Activation** - Your nervous system rising to meet the demands.
- **Focus Amplifier** - A heightened awareness to filter out distractions.
- **Signal of Significance** - A reminder of what really matters.
- **Adaptation Window** - A space where new skills & strengths are built.
- **Competitive Trigger** - The energy that can lead to being in the zone.
- **Readiness Pulse** - Your mind & body on the edge of impact.



Anxiety → **Performance Readiness**

- **Activation Mode** - Your system is waking up to perform.
- **Surge Energy** - Your body giving you an extra boost.
- **Focus Fire** - A sign to zero in on the moment.
- **Game-Day Charge** - A natural response to stepping up.
- **Competitive Awareness** - A sign that you care and are engaged.
- **Flow Spark** - The energy that can lead to being in the zone.
- **Readiness Pulse** - Your body aligning for peak performance.

Doubt → **Mental Curiosity**

- **Focus Check** - An invitation to sharpen your mindset.
- **Growth Signal** - Doubt only exists when you're pushing limits.
- **Skill Calibration** - A reminder to trust your preparation.
- **Fuel for Fire** - Doubt can be the spark to prove yourself right.
- **The Challenge Call** - A test to see if you'll back down or step up.
- **Truth Filter** - Distinguishing facts from fear.
- **Competitive Awareness** - A chance to get clear on your strengths.



Pressure → **Performance Fuel**

- **Prime-Time Energy** - A sign that you're in an important moment.
- **Competitive Edge** - Pressure means you have something worth fighting for.
- **Gold Medal Tension** - The same feeling elite performers experience.
- **Clutch Charge** - A surge of energy that brings out your best.
- **Champion's Call** - Pressure is proof you're playing at a high level.
- **Elite Activation** - The feeling that signals it's time to rise.
- **Greatness Threshold** - You're stepping into a moment that matters.

Frustration → **Competitive Fire**

- **Passion Surge** - Frustration means you care deeply.
- **Adjustment Signal** - A cue to tweak and improve.
- **Energy Redirection** - A reminder to refocus on solutions.
- **Growth Trigger** - Frustration precedes breakthroughs.
- **Improvement Trigger** - Highlights the gaps for improvement.

ACTION STEP



① DROP THE POISON

② USE DIRECT SPEAK

③ SHIFT YOUR MINDSET

HARMFUL when:

- 1** You feel **INADEQUATE** to it;
- 2**
- 3**

HARMFUL when:

- 1** You feel **INADEQUATE** to it;
- 2** It **ISOLATES** from others; and
- 3**

HARMFUL when:

- 1** You feel **INADEQUATE** to it;
- 2** It **ISOLATES** from others; and
- 3** It feels utterly **MEANINGLESS** and against your will.



**Is a stress-free life
a life worth living?**

DEAD ZONE

[dĕd zōhn] noun

1. a behavioral state within in which a person remains stagnant and fails to fulfill their potential.

ACTION STEP



① DROP THE POISON

② USE DIRECT SPEAK

③ SHIFT YOUR MINDSET



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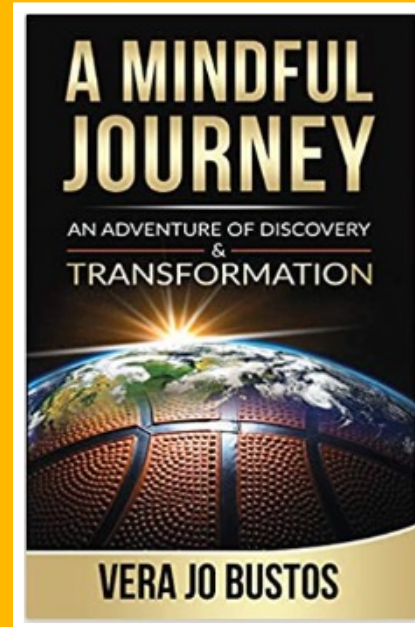




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