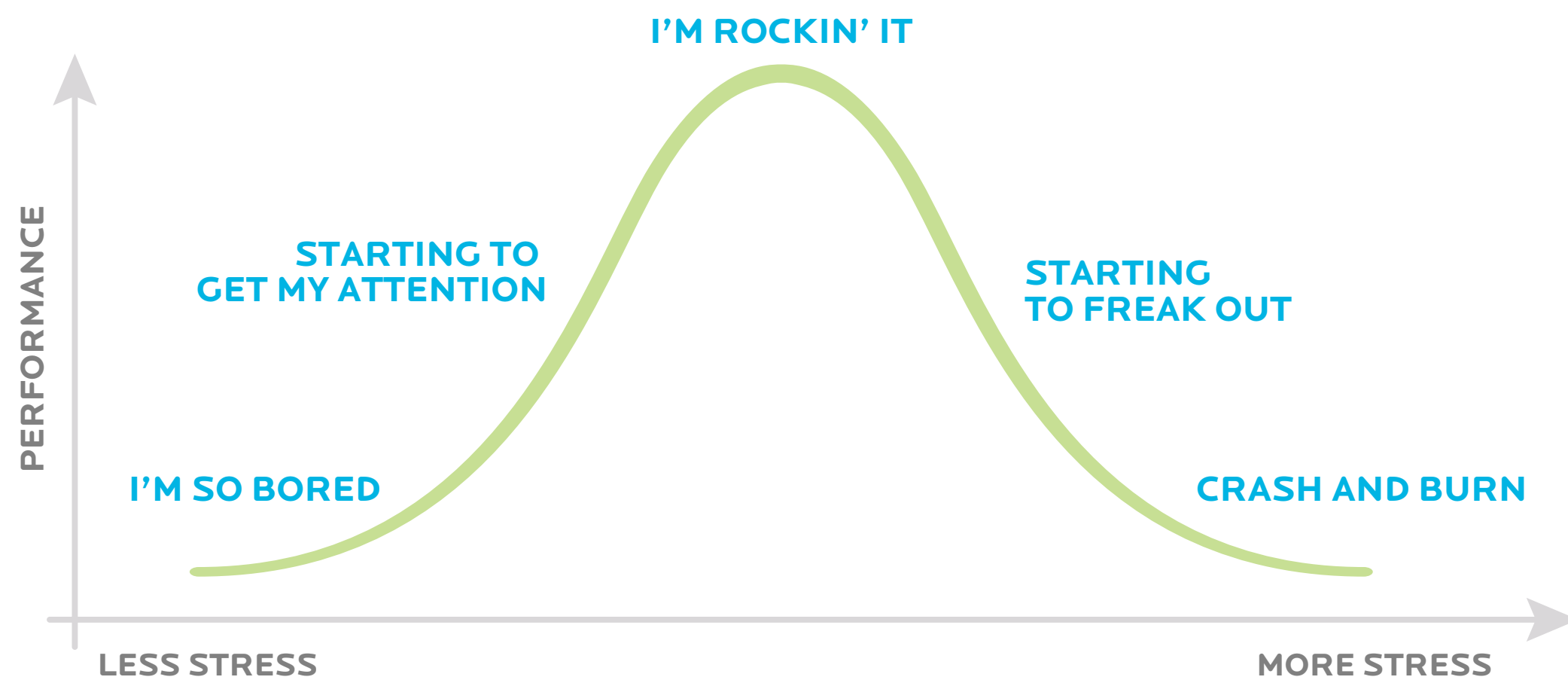


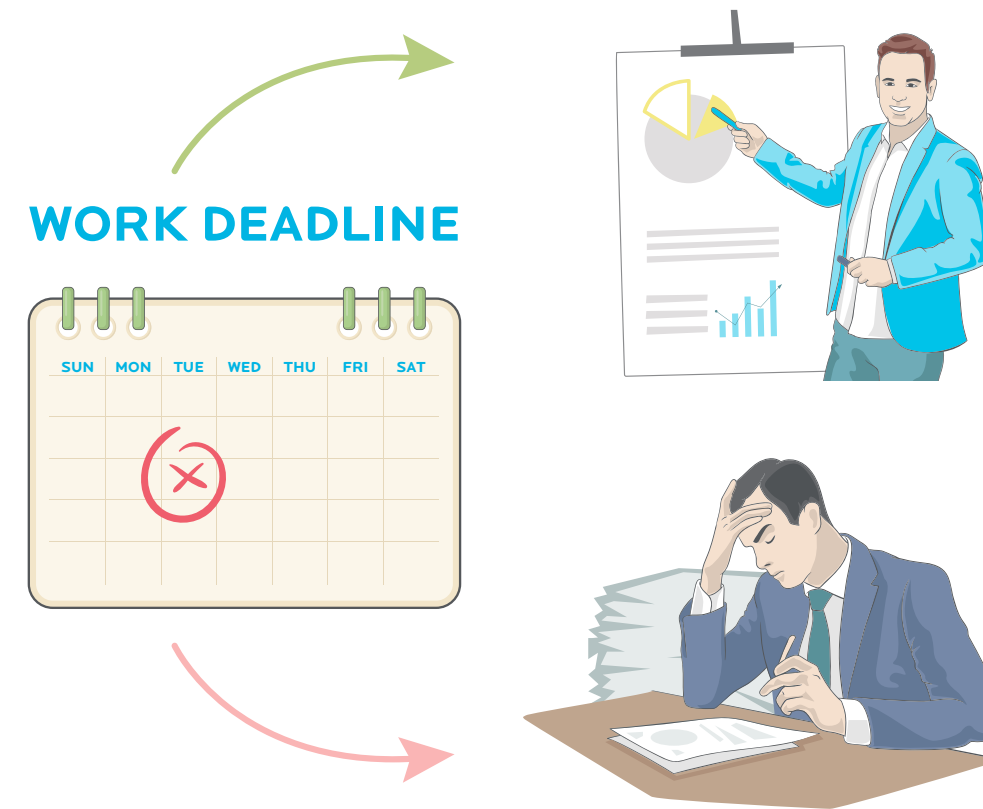
GOOD STRESS, BAD STRESS: HERE'S HOW TO FIND YOUR SWEET SPOT.

TOO LITTLE STRESS KEEPS YOU FROM REACHING YOUR POTENTIAL.
TOO MUCH STRESS CAN HARM YOUR HEALTH.



THE DIFFERENCE BETWEEN GOOD AND BAD STRESS

Stressors — from work deadlines to raising kids to workouts — aren't intrinsically good or bad. And your response is unique each time.



POSITIVE RESPONSE

- ✓ Inspired, energized, motivated
- ✓ Focused and alert
- ✓ Explore edges of comfort zone
- ✓ Balance stress, rest, recovery
- ✓ Learn, grow, get stronger

NEGATIVE RESPONSE

- ✗ Weak, worried, demoralized
- ✗ Distracted and scattered
- ✗ Don't challenge yourself
- ✗ Not enough rest/recovery
- ✗ Cortisol and adrenaline go up
- ✗ Possible muscle loss, fat gain
- ✗ Blood sugar, immunity, metabolic, sleep, sex hormones disrupted

HOW DO YOU HANDLE STRESS?

Some factors are intrinsic but most you have some control over.

| | PERMANENT | | | CAN BE SHAPED/BUILT | | | |
|---------------------------------|------------------|------------------------------|-----------------------|---|-----------------|------------------------------|---|
| | GENETICS | HISTORY | CURRENT STRESS LOAD | ENVIRONMENT | SUPPORT NETWORK | COPING ABILITY | ATTITUDE |
| MORE STRESS TOLERANT | Stress-resistant | Practiced at handling stress | Moderate | Often outdoors, in nature Spend time with loved ones | Strong | Calm yourself when emotional | Go with the flow, Optimistic, Proactive, Confident, Agile, View stress as a challenge to rise to |
| LESS STRESS TOLERANT | Stress-prone | Little practice with stress | Very high or very low | Often in clinical, industrial spaces Little time with loved ones | Weak | Overwhelmed by emotions | Trouble adapting, Pessimistic, Reactionary, Not confident, Paralyzed, View stress as a problem to avoid |

ARE YOU IN YOUR STRESS SWEET SPOT?



STRESS TOO LOW

- Lethargic
- Bored
- Unfocused
- Directionless
- Purposeless

JUST RIGHT

- Energized
- Engaged and interested
- Actively moving toward goals
- Learning and growing

STRESS TOO HIGH

- Anxious or obsessive
- Depressed
- Panicked and flailing
- Stuck or numb

REACH YOUR POTENTIAL, WITHOUT CRASHING AND BURNING.

FOR INSPIRATION AND ENERGY

1. SET EFFECTIVE GOALS

Goals that motivate are:

- Specific and measurable
- Challenging but realistic
- Broken down into small actions
- Focused on process vs outcome
- Documented as a plan of daily, weekly, monthly behaviors

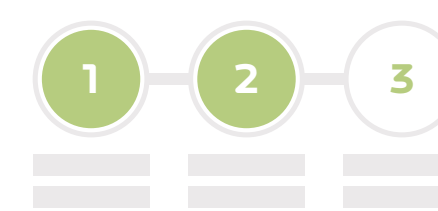


2. START WITH ONE ACTION EACH DAY



Commit to do it for the next 2 weeks. (Be sure it's something you're confident you can do every day.)

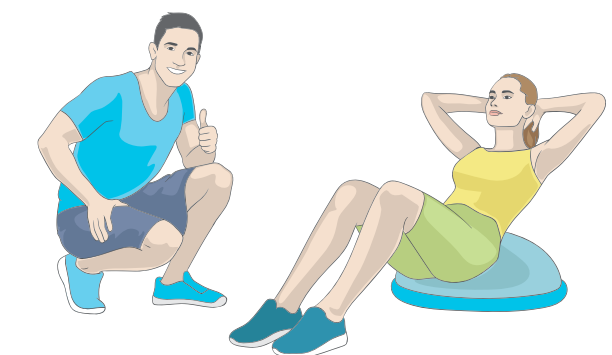
3. TRACK YOUR PROGRESS



Document behaviors, processes, and outcomes.

- How do you feel different?
- How do you look different?
- What have you learned?
- What are you proud of?
- What frustrations did you have?

4. SPEND TIME WITH A COACH OR MENTOR



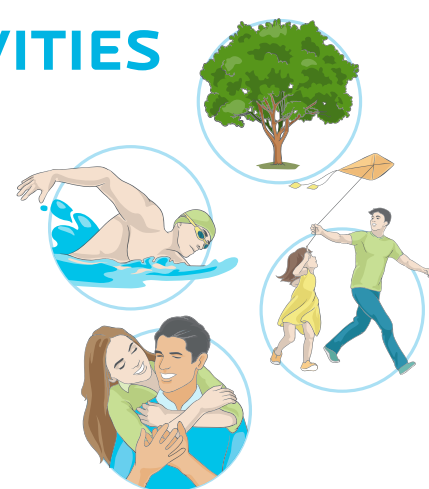
Getting help from someone you admire, and who will hold you accountable, makes the process of change and growth much easier.

FOR REST AND RECOVERY

1. PRACTICE PARASYMPATHETIC ACTIVITIES



- Walking outside
- Moderate sun exposure
- Enjoying nature
- Low-key music
- Massage
- Deep breathing
- Laughing
- Yoga, Slow stretching
- Easy swimming
- Hot tub or sauna
- Having sex
- Non-competitive play
- Mindfulness/meditation
- Green tea



Note: Screen time is actually stimulating, so it doesn't help you here.

2. MEDITATION

- Boosts the immune system
- Improves sleep, mood, and emotional regulation, and circadian rhythm
- Lowers blood pressure, heart rate, stress hormones, and inflammation



Supports the development of new brain cells, neural connections, and gray matter

Sharpens focus, mental clarity, attention, memory, and recall (even when not meditating)

3. GET OUTSIDE



Being in nature lowers stress hormones and heart rate and improves mood and immunity, giving you motivation and energy to cope with your next challenge.

4. BALANCE YOUR EXERCISE ROUTINE



Exercise relieves stress by increasing blood flow, getting you outside, burning calories, and stimulating your parasympathetic nervous system.
Most effective: a mix of intense strength training, conditioning, cardio, and low intensity recovery.
When stressors are up, decrease intense exercise; when they're down, increase it.

5. PRACTICE SELF-COMPASSION



- Ask for help/support when needed
- Get coaching if you feel stuck
- Get counseling if you feel helpless
- Know your limits, honor them
- Unplug at least once a week