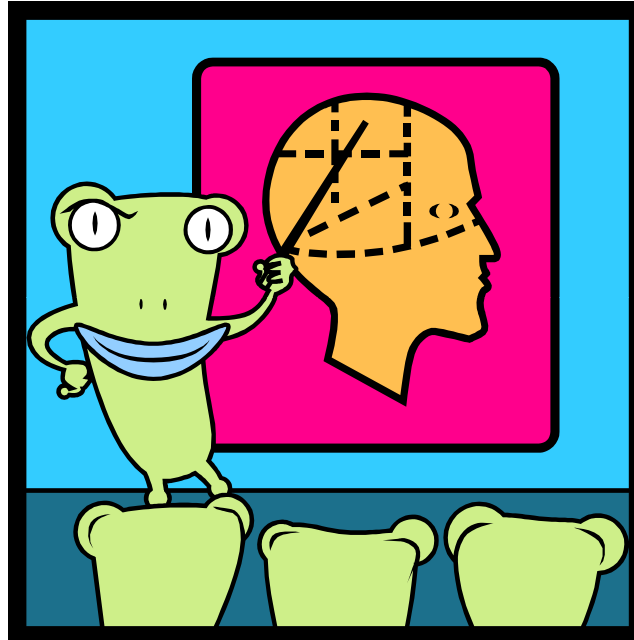


This is Your Brain.. *This is Your Brain on Stress!*

How to Strike Back at Stress & Perform Better, Live Stronger
& Dream Bigger!



Fred Schafer, MS, CFT
Redding, CA

Why Should I Listen to this Guy?



- **Masters Degree Wellness, author wellness book**
- **Multiple management/supervisory careers with hundreds employees**
- **Married with 3 kids from 8 years old to 22**
- **Downsized 3 times, divorced 1x, \$\$\$\$\$ devastation, serious hair loss**
- **Recovered Over-angry workaholic**
- **Four years rehab hosp, senior home health, med fitness training seniors**
- **Mentoring Men Mission “New Life Recovery” Program**
- **Eight years conference keynote/break out speaker**

Part I

The Physiology of Stress

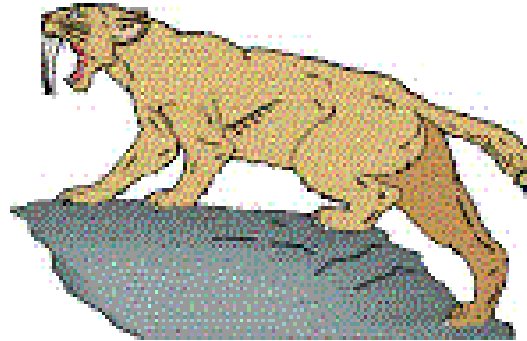
The stress response and what goes on inside of your brain and body!

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

Here

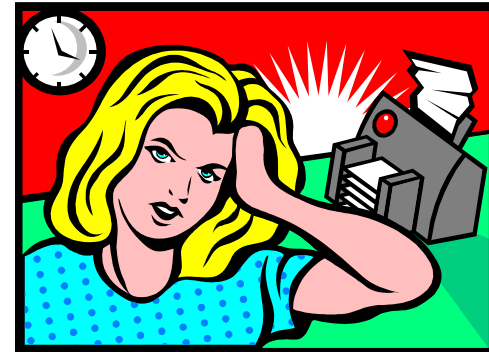


- Feeling Out of Control

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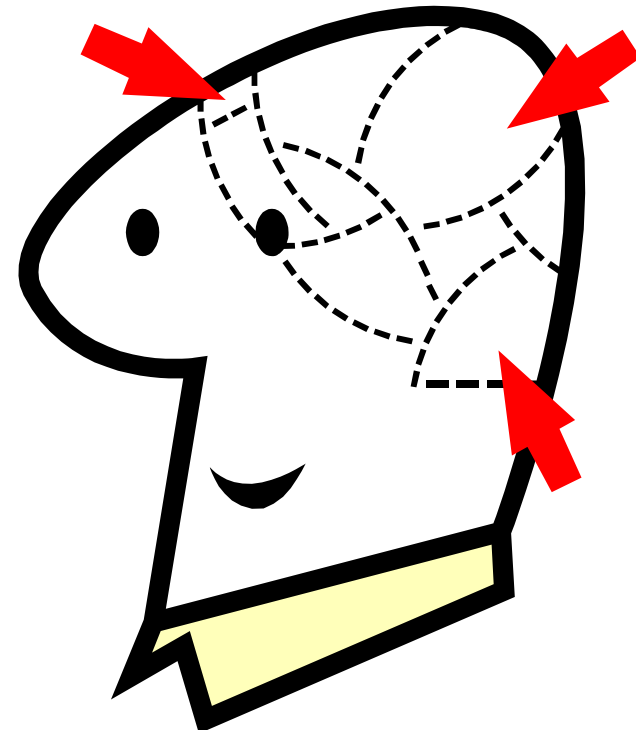
- Bodily Mental Tension
- No Resolution in Sight
- Fear, Anger & bitterness build
- Drip Drip Drip.....Stress Stew
- Long Term Elevation Cortisol/Adrenaline



“Stewing in Your Own Stress Juices”- Cooking Yourself from the Inside Out! Body Sensitized & Over Reactive

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

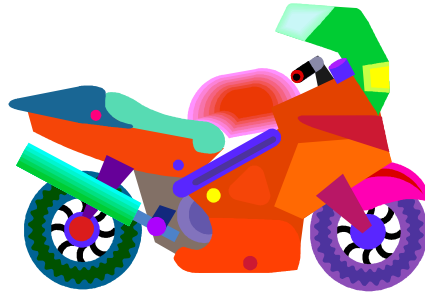
- ❖ Coffee
- ❖ Sugary Foods...Chocolate, etc
- ❖ High Fat Foods
- ❖ Tobacco Products
- ❖ Pharmaceutical Drugs
- ❖ Alcohol
- ❖ Illegal Drugs
- ❖ Diet Sodas
- ❖ Excessive Exercise





*"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, Point of Diminishing Returns
- Immune System Overloaded & Depleted
- Crash & Burn...Irritable, Personality Change?
- Sickness, Disease...Premature Death & Disability

Part II

The Mental & Emotional Feeding of Chronic Stress



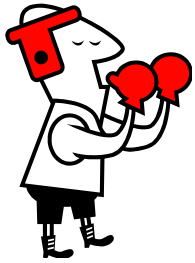
- A boring attitude – (A sitting duck) No grand plan, purpose or curiosity
- Putting off what should be done – Avoiding conflict/discomfort?
- Complaining and blame storming - misery loves....
- Ineffective/absent physical conditioning (A HUGE ONE)
- Garbage in garbage out media consumption- TV?
- Poor food/drink – skipping feedings - alcohol, tobacco
- FEAR - Needing peoples approval

The real “seed” of negative stress weeds = FEAR



- Marinating in negative fear, insecurity, and worry
- Fear of failure and disappointment
- Fear of peoples “reactions” – anger, disapproval, rejection, etc
- Fear of inadequacy (Self-efficacy)– Fueled by focusing on our flaws

“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”



Part III

The Fortifying of Your Future & Your Health

- 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.
- Energy Management is for High Performers and a Proactive Pursuit of Objectives Approach to Life

“Emotionally positive, activating challenges call forth increased cardiovascular and catecholamine responses without activating cortisol.”



Re-Position Yourself



- Wherever you go, there you are
- It is not the circumstances as much as the mindset
- Move to a position of more confidence and less fear



3 Powerful Steps to Healthy Stress



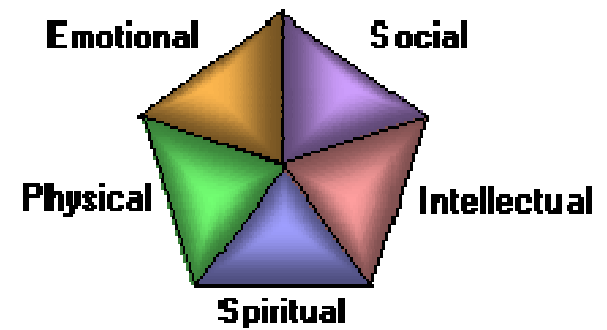
- **Affects the physiology of the brain differently**
- **Be Bold** — **What would you attempt to do if you knew...**
- **Don't Focus on Your Flaws** - **Focus on your cause**
- **Leave Your Legacy** — **Discouraged or encouraged?**

The Great & Mighty Forces?



- **Bold Declaration Statement – If you knew you couldn't fail**
- **Dream experiment**
- **Making decision – directions change, clue cards**
- **Acres of Diamonds, Personal improves professional**

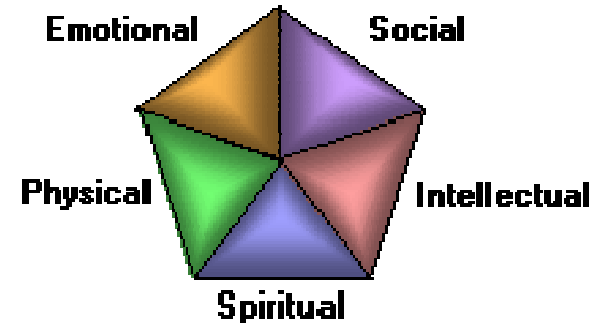
Bold Declaration Statement!



- What would you do with your ___if you knew you could not fail?
- Zero limitations please. When the intention clear.....
- One sheet of paper, printed by YOU
- What you would do? Specific, exciting, daring with dates
- Use emotional and humorous language – Should make you smile
- Why it matters to you and the world?
- What you will do? 1-6 progressive action steps over the next five years
- Progression not perfection, 10% per year, less than 1% per month!!
- Carry clue cards
- Read & tweak once a week/month
- Sign & date – Make three copies –You, your [truth](#) coach, storage
- Get to work immediately – “Take massive, consistent & relentless action”

Become Exceptional at Something-

Don't Focus on Your Flaws, Focus on Your Cause
& Soar with Your Strengths



- **Frustrated with? (The crap...)**
- **Free fall through your life**
- **Find a great need in your work/life and fill it**

What about You?



- **What will be your legacy?**
- **Stop caring so much what others think/say**
- **Take the teeter totter test.....**
- **Drip, drip, drip your way to success (JO)**

