
THE STRESS MANAGEMENT GUIDE FOR BUSINESS LEADERS

7 STEPS TO A HEALTHIER, HAPPIER BUSINESS-LIFE



Contents

Introduction	01
7 Steps to a healthier, happier business-life	02
What is health and happiness?	04
The top 10 causes of poor health and unhappiness	05
Why is your well-being is so important in business	05
Where are you now?	06
Health and happiness strategies – the 7 steps	06
HEALTH & HAPPINESS STRATEGIES - STEP 1 Breathing	07
HEALTH & HAPPINESS STRATEGIES - STEP 2 Drinking	09
HEALTH & HAPPINESS STRATEGIES - STEP 3 Nutrition	11
HEALTH & HAPPINESS STRATEGIES - STEP 4 Exercise	13
HEALTH & HAPPINESS STRATEGIES - STEP 5 Mindset	16
HEALTH & HAPPINESS STRATEGIES - STEP 6 Sleep	19
HEALTH & HAPPINESS STRATEGIES - STEP 7 Time	21
Your time for action!	23
Your homework!!!	24
Next steps...	25

Introduction

Congratulations on downloading my eBook and taking a 'step' in the right direction to manage stress!

Running a business can be fun, exciting and fulfilling. However, for some business leaders (at times) running a business can create very high levels of stress.

Low-level stress is a normal part of life and business. It can actually be helpful – this low level-stress can be used to help to initiate action to avoid procrastination. It can help with our momentum to achieve our business goals.

However, very high stress is detrimental to personal well-being, mindset and personal performance within the business. Left un-checked, stress can develop into overwhelm, anxiety and even depression, where both you and the business suffer.

Hi, I'm Kev. I'm an Executive Coach, Entrepreneur, and owner of New Perspectives Executive Coaching Ltd. I coach Business Leaders and Entrepreneurs that feel 'Stuck', 'Lost' or Highly Stressed.

I help them to resolve these challenges and create success in their Business and Life, by helping them to develop their Leadership to become more Confident, Resourceful, and Capable leaders.

Some years back I was highly stressed and struggled with my well-being. Back then I was having a very tough time in my previous business and personal life - I was close to 'burn-out'.

Thankfully, I learned how to manage my stress by researching and implementing well-being strategies.

Personal health and happiness are so important – especially in business. Many leaders overlook their well-being. They focus totally on the business and rarely on themselves. Most are incredibly busy and many experience stressful situations regularly. Over time this can take its toll – some develop a 'short fuse' and lose their temper easily; some struggle to communicate effectively to staff and for some they take this stress home and it impacts their personal life.



I decided to create this eBook to help support my coaching clients beyond their coaching sessions; to provide them with additional resources, information and strategies to help them manage stress, to become happier, healthier and more resourceful when running their Businesses.

In this eBook I'll take you through the '7 Steps to a healthier, happier business-life' which will help you boost your well-being. You'll learn strategies to help you manage high stress so that you'll feel more resourceful and confident to run your business and manage stressful situations in the future.

I must stress I'm not a health and fitness expert. However, I wanted to share some of the strategies that have been helpful to me and my clients. I hope you find this eBook helpful!

Best Wishes,

Kev

7 Steps to a healthier, happier business-life

In this eBook you'll learn...

- The fundamental elements of health and happiness, that are critical to good well-being.
- The Top 10 causes of poor health and unhappiness that business leaders can struggle with.
- How to stay on top of your well-being when you experience stressful situations in business.
- The seven easy steps to boost your health and happiness, some of which take only a few minutes to do.
- How to 'slow down' so that you'll have time to think about your life and business clearly!
- How to improve your well-being, manage stress and boost your business.
- How to create health and happiness goals for yourself so that you'll have a clear action plan to achieve them.
- How to increase positive 'momentum' which means you'll want to take more steps to improve other areas of your business and life.

Disclaimer

The contents of this document, such as text, graphics, images and URLs, are for information only. They aren't intended to be a substitute for professional medical advice, diagnosis, or treatment.

Always seek the advice of your physician or other qualified health provider with any questions you might have about a medical condition.

What is health and happiness?



What are the fundamental elements of health and happiness?

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.

World Health Organisation.

| <http://www.who.int/suggestions/faq/en/>

According to the US Centre for Disease Control, the pillars of a healthy lifestyle are a balanced diet, physical activity, effective stress management and regular medical check-ups. It's also important to avoid smoking and all tobacco products, maintain a healthy weight and limit alcohol consumption.

The Top 10 causes of poor health and unhappiness

The following are ten common causes of poor health and unhappiness:

SMOKING
POOR DIET
INACTIVITY
LACK OF SLEEP
INFECTIOUS DISEASES
GENETIC DISORDERS
EXCESSIVE ALCOHOL CONSUMPTION
ANXIETY AND STRESS
POOR ORAL HYGIENE
INJURIES

<http://www.livestrong.com/article/456668-top-ten-reasons-for-poor-health/>

Why is your well-being so important in business?

Improving your well-being can...

- Reduce anxiety and stress
- Give you a clearer focus in your business
- Help you feel more resourceful
- Provide you with more energy
- Support you with decision making - especially with complex decision making
- Make you feel happier - you're more likely to communicate better to other people if you're happy and have more energy. Being happy can be infectious and can help to make people around you happier!

Where are you now?

Let's take a moment to see where you're at right now. I'm going to ask you some questions to get you thinking!

- What causes high stress for you?
- How do you know when you are highly stressed?
- How does this stress show up in your body?
- What are you thinking / saying to yourself when you are highly stressed?
- How do you manage stress currently?
- How many hours do you sleep per night typically?
- What do you do currently to look after yourself?
- How many times per week do you exercise?
- How often are you ill?



Health and Happiness strategies – the 7 steps

01. Breathing

02. Drinking

03. Nutrition

04. Exercise

05. Mindset

06. Sleep

07. Time



6 reasons to breathe deeply:

1. De-toxifies and releases toxins - Your body is designed to release 70% of its toxins through breathing. If you aren't breathing effectively, you aren't properly ridding your body of its toxins, so other functions must work overtime, which could eventually lead to illness. When you breathe out, you release carbon dioxide that has passed through your bloodstream and into your lungs. Carbon dioxide is a natural waste of your body's metabolic processes.

2. Releases tension - Think how your body feels when you're tense, angry, scared or stressed. It constricts. Your muscles get tight and your breathing becomes shallow. When your breathing is shallow, you aren't getting the amount of oxygen that your body needs.

3. Relaxes the mind/body and brings clarity - Oxygenation of the brain reduces excessive anxiety levels. Pay attention to your breathing. Breathe slowly, deeply and purposefully.

4. Strengthens your immune system - Oxygen travels through your bloodstream by attaching to haemoglobin in your red blood cells. This enriches your body and helps it to metabolise nutrients and vitamins.

5. Changes your state! - Breathing increases pleasure-inducing neurochemicals in the brain to elevate moods and combat physical pain.

6. Improves your nervous system - With deep breathing, the brain, spinal cord and nerves receive more oxygen and become more nourished. This improves the health of your whole body, as the nervous system communicates with all parts of the body.

<http://www.aswellas.co.nz/news/breathing-exercise/>

Strategy:

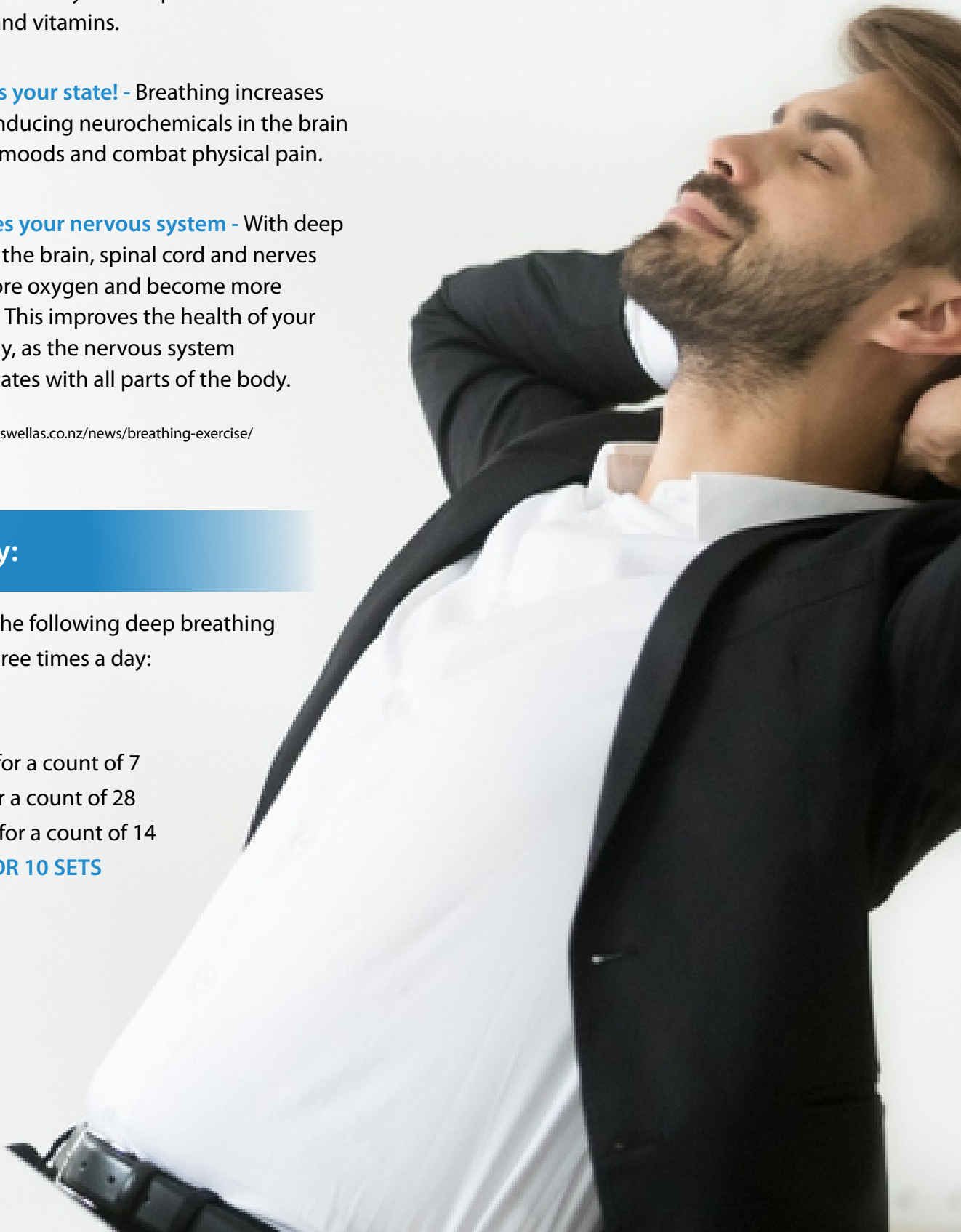
Carry out the following deep breathing exercise three times a day:

INHALE – for a count of 7

HOLD – for a count of 28

EXHALE – for a count of 14

REPEAT FOR 10 SETS



STEP 2

HEALTH & HAPPINESS STRATEGIES

Drinking

2



6 reasons to drink water:

1. Helps you to stay slim - Trying to lose weight? Water helps you to feel full. Replace calorie-laden drinks with water and drink a glass before meals. Drinking more water also helps to pump up your metabolism - especially if your glass is icy cold. Your body must work to warm the water up, burning a few extra calories in the process.

2. Boosts your energy - If you're feeling drained and depleted, get a pick-me-up with water. Dehydration makes you feel fatigued.

Water helps the blood to transport oxygen and other essential nutrients to your cells. If you're getting enough water, your heart won't have to work as hard to pump blood throughout your body

3. Helps to reduce stress - 85% of your brain tissue is water. If you're dehydrated, both your body and your mind will be stressed. If you're feeling thirsty, you're already a little dehydrated. To keep stress levels down, keep a glass of water at your desk or carry a sports bottle and sip regularly

4. Builds muscle tone - Drinking water helps to prevent muscle cramping and lubricates joints in the body. When you're well hydrated, you can exercise longer and stronger without 'hitting the wall'.

5. Helps to keep you regular! - Along with fibre, water is essential for good digestion. Water helps to dissolve waste particles and passes them smoothly through your digestive tract.

6. Flushes out toxins - Water is an excellent detoxifier, as it helps to flush out toxins from your body and get rid of waste, primarily through sweat and urine. It also promotes kidney function and reduces kidney stones by diluting the salts and minerals in urine that cause them.

<http://pristineclinicalskincare.com/7-wonders-of-water/>

Strategy:

Drink water regularly throughout the day

How much?

In 2010, a report from The European Food Safety Authority suggested that the minimum levels of water consumption should be 2 litres for men and 1.6 litres for women, or between eight and ten glasses. For men, their daily requirement of two litres of water is equivalent to just over three and a half pints. For women, their recommended intake of 1.6 litres of water is the equivalent of just under three pints.

<http://www.independent.co.uk/life-style/health-and-families/features/how-much-water-should-i-drink-10390100.html>



STEP 3

HEALTH & HAPPINESS STRATEGIES Nutrition

3



Being malnourished is the new normal, expert warns, as global nutrition report reveals heavy toll of poor diet, from stunting to diabetes. It finds that almost half the countries surveyed are experiencing very serious levels of both undernutrition and overweight or obese adults, while the number of children under five who are overweight is now approaching the number of those who suffer from wasting, or acute malnutrition.

<https://www.theguardian.com/global-development/2016/jun/14/poor-nutrition-now-affects-a-third-of-the-human-race-global-nutrition-report>

What is the definition of nutrition?

“Good nutrition can help prevent disease and promote health.

There are six categories of nutrients that the body needs to acquire from food:

protein, carbohydrates, fat, fibres, vitamins and minerals, and water.”

<http://medical-dictionary.thefreedictionary.com/nutrition>

There is a lot of contradictory advice from experts!

However, their general advice is:

- To monitor our sugar, salt and saturated fat consumption.
- To seek a balanced diet and limit our intake of meat.
- To consume essential fatty acids.

The body can synthesize most of the fats it needs from the diet. However, two essential fatty acids, linoleic and alpha-linolenic, cannot be synthesized in the body and must be obtained from food. These basic fats, found in plant foods, are used to build specialized fats called omega-3 and omega-6 fatty acids.

<http://www.pcrm.org/health/health-topics/essential-fatty-acids>

Strategy:

- Take a great deal of interest in nutrition - research this yourself!
- Talk to a nutritionist for specific advice.
- Prepare your own food rather than buying processed food.

Below are nutritional resources that have helped me:

<https://www.thebodycoach.com/>

<http://gillianmckeith.com/>

STEP 4

HEALTH & HAPPINESS STRATEGIES Exercise

4



What are the benefits of exercise?

“Step right up! It's the miracle cure we've all been waiting for.

It can reduce your risk of major illnesses, such as heart disease, stroke, Type 2 diabetes and cancer by up to 50% and lower your risk of early death by up to 30%.”

“It's medically proven that people who do regular physical activity have:

- up to a 35% lower risk of coronary heart disease and stroke

- up to a 50% lower risk of Type 2 diabetes
- up to a 50% lower risk of colon cancer
- up to a 20% lower risk of breast cancer
- a 30% lower risk of early death...”

NHS: <https://www.nhs.uk/live-well/exercise/exercise-health-benefits/>

How much physical activity do you need to do to stay healthy?

"To stay healthy, adults should try to be active every day and aim to achieve at least 150 minutes of physical activity over a week through a variety of activities."

NHS: <https://www.nhs.uk/live-well/exercise/exercise-health-benefits/>

What is aerobic exercise?

Aerobic exercise is sometimes known as 'cardio' - exercise that requires the heart to pump oxygenated blood that delivers oxygen to working muscles:

e.g. running, swimming, walking, aerobics, HIIT (high-intensity, interval training), dancing...

What is anaerobic exercise?

Anaerobic ("without oxygen") exercise is activity that causes you to be quickly out of breath, such as sprinting, certain HIIT exercises or lifting a heavy weight.

How often should we exercise?

"To stay healthy, adults aged 19-64 should try to be active daily and should do:

- At least 150 minutes of moderate aerobic activity, such as cycling or fast walking, every week **OR**
- 75 minutes of vigorous aerobic activity, such as running or a game of singles tennis every week **OR**
- A mix of moderate and vigorous aerobic activity every week. For example, two 30-minute runs plus 30 minutes of fast walking equates to 150 minutes of moderate aerobic activity **AND**
- Strength exercises on two or more days a week that work all the major muscles (legs, hips, back, abdomen, chest, shoulders and arms)."

NHS: <https://www.nhs.uk/live-well/exercise/#guidelines-for-adults-aged-19-to-64>

Click the link below for other ages:
<https://www.nhs.uk/live-well/exercise/>



Strategy:

- Exercise regularly every week.
- Schedule it!

If you need motivation, try working out with a friend who exercises regularly...or hire a personal trainer.

- Celebrate after working out – remember the feeling of accomplishment after you've completed a workout!

Always seek medical advice as required.



STEP 5

HEALTH & HAPPINESS STRATEGIES Mindset

5



People who have good emotional health are aware of their thoughts, feelings, and behaviours. They have learned healthy ways to cope with the stress and problems that are a normal part of life. They feel good about themselves and have healthy relationships.

The mind-body connection:

“Your body responds to the way you think, feel, and act. This is one type of ‘mind/body connection.’ When you’re stressed, anxious, or upset, your body reacts in a way that might tell you that something isn’t right. For example, high blood pressure or a stomach ulcer might develop after a particularly stressful event.”

<https://familydoctor.org/mindbody-connection-how-your-emotions-affect-your-health/>

The following can be physical signs that your mindset is out of balance:

- Back pain
- Change in appetite
- Chest pain
- Constipation or diarrhoea
- Dry mouth
- Extreme tiredness
- General aches and pains
- Headaches
- High blood pressure
- Insomnia (trouble sleeping)
- Light-headedness
- Palpitations (heart racing)
- Sexual problems
- Shortness of breath
- Stiff neck
- Sweating
- Upset stomach
- Weight gain or loss

Be self aware

Notice what happens for you: Look out for the 'triggers' that cause you to have negative thoughts, feel off-balance or stressed. Often people 'feel' the negative emotion in the body before thought appears in the mind. Being mindful of what was going on for you the moment before you 'felt' the negative emotion will help you to become more aware of what it was that triggered you.

Once you've identified the trigger, ask yourself "Was it reasonable of me to react in that way?"; "What's the truth in this situation?" and "How could I react in a more empowering way next time this trigger occurs?"

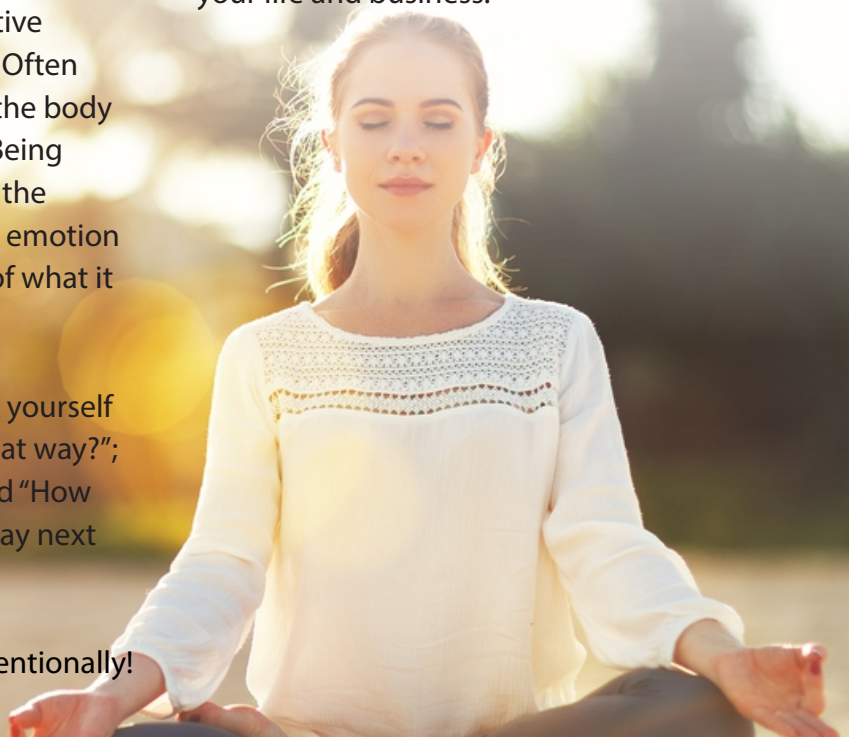
Guide your thoughts carefully and intentionally!

Mindfulness & Meditation

Mindfulness is the psychological process of becoming aware of present experiences. You can develop this through the practice of meditation and through other training. Mindfulness is derived from *sati*, a significant element of Buddhist traditions, and is based on Zen, Vipassana and Tibetan meditation techniques.

Meditation is a practice in which you use a technique – such as mindfulness, or focusing your mind on a particular object, thought or activity – to train your attention and awareness, and to achieve a mentally clear and emotionally calm and stable state. Regular meditation practice can help to slow down our busy lives to help us to become more focused and resourceful in our life and work.

It's important to practice meditation daily. There are many free, guided meditation exercises on YouTube – simply search for 'Guided meditation'. Meditating for 20 to 30 minutes daily will help you to feel more centred and can help you to create more happiness in your life and business.



Strategy:

Managing your Mindset – daily

- When you feel a negative emotional trigger, breathe deeply and slowly
- Change your state by moving
- Meditate daily
- Eat healthily
- Exercise regularly
- Smile... and it helps to laugh regularly! :-)



STEP 6

HEALTH & HAPPINESS STRATEGIES

Sleep

6



6 reasons to get enough sleep:

1. Helps to reduce stress - If your body doesn't get enough sleep, it can react by producing a higher level of stress hormones, which are a natural result of today's faster-paced lifestyles. Deep and regular sleep can help to prevent this.

2. Can improve your memory - Have you ever noticed that when you're really tired, it's harder to remember things? Basically this is your brain telling you that it's not getting enough sleep. When you sleep well, your body may be resting but your brain is busy organising and storing memories. So getting more quality sleep will help you to remember and process things better.

3. Can lower your blood pressure - Higher blood pressure increases your chances of heart attacks and strokes, but getting plenty of restful sleep encourages a constant state of relaxation that can help to reduce blood pressure and generally keep it under control.

4. Helps your body to fight back - While you're sleeping, your body is producing extra protein molecules that can strengthen your ability to fight infection. So if you're feeling a bit run down and you don't want it to turn into a full-blown cold, go to bed early and get lots of rest.

5. Can help you to maintain your weight -

Unfortunately, sleep won't directly make you lose weight, but it can help you to keep it under control by regulating the hormones that affect your appetite and reducing your cravings for high calorie foods.

6. Can make you smarter - Along with a great night's sleep, grabbing a quick nap in the daytime can contribute towards making your brain more effective and productive. You won't necessarily be answering all the questions on University Challenge, but you may well feel sharper, more attentive and focused throughout the day!

<https://nanusleep.co.uk/10-facts-about-sleep/>

What are the risks of too little/much sleep?

"Too little sleep over several nights leaves you tired, unable to concentrate, depressed, anxious and, eventually, if it continues, at an increased risk of diabetes, high blood pressure and obesity.

Too much sleep is associated with much the same problems."

How much sleep should we get?

"So now we know how much sleep we need. The National Sleep Foundation in the US has had 18 experts sifting through 320 research articles to deliver an updated version of its 'sleep time duration recommendations'.

"Adults aged 18 to 64 need to sleep for seven to nine hours a night, but some cope on six. For people over the age of 65, the recommended amount is between seven and eight hours, although some survive on five hours' sleep (often waking up earlier and napping during the day)."

<https://www.theguardian.com/lifeandstyle/2015/feb/15/how-much-sleep-do-i-need-recommended-amounts-all-ages>



Strategy:

To help you to sleep better, try the following:

- Rest well before sleep – don't use any technology such as a smartphone, tablet or laptop for at least an hour before sleep.
- Have a deep breathing exercise before going to sleep.
- Try going to sleep at the same time each night, so that your body and mind gets into a pattern of rest and sleep.

STEP 7

HEALTH & HAPPINESS STRATEGIES Time

7



The 7th and perhaps most important step is your time and what you do with it.

Time is something that's equal for every person on the planet. Yet, some Business Leaders seem to get more done with their time, while others never get through their to-do list, are stressed and are constantly late.

Many Leaders work as hard as possible during the day; scrambling from one action to another (and often well into the evening!). This may be effective initially, but after a while, this 'Burning the candle at both ends' can take its toll.

If you struggle to get through your to-do list, run around in circles, rarely get tasks done and, after a hard day's work, still arrive home late, then I'm sure you're familiar with the frustration this can cause. For many leaders this frustration can lead to high stress.

STRATEGY:

So how can you manage your time better? Well, there's a plethora of time management techniques out there but one of the most effective strategies I've found that helps when running a business is using the **'4D's of Effective Time Management'**.

One of the biggest causes of stress when running a business is simply having too many tasks to work on. Too many tasks on an on-going basis can lead to overwhelm.

Use this simple strategy to review your tasks, then decide what to do with each of them, so that you'll know what to focus your valuable time on.

The 4 D's of effective Time Management will help you to evaluate the importance and urgency of each task, so that you can decide what to do with each one. For each task, evaluate it and decide to do one of the following:

- DO IT – if the task is important and urgent - then do it.
- DELETE IT – if it's not important or urgent then consider declining or cancelling the task.
- DEFER IT – if it's important but not urgent, consider deferring the task to a later date.
- DELEGATE IT – if you are still left with too many tasks, consider delegating the task.

I find using this strategy every week is really helpful as it provides a regular opportunity to make sure that I'm staying on track and not overwhelming myself with too many tasks.

You only have so many hours in the day, so why not make full use of that time you have and decide intentionally and purposefully what you will do each day? In the end, it's all about balance and learning that some days will go better than others. Having a framework to help you manage your activities more effectively will help you avoid the feeling of being overwhelmed and out of control.



Your time for action!

Now that you've learnt the 7 steps to a Healthier, Happier Business Life, it's time to take action and commit yourself to improving your health & happiness to help you boost your well-being and your business!

If you're up for this, use the space below to create a health and happiness goal for yourself:

Think of a health and happiness goal that you'll create right now and write it in the box below:

Why are you going to totally commit to this? Why is this so important to you?

When will you achieve this goal?

How will you feel if you don't take action towards this goal?

How will you feel accomplishing this goal?

Who can you share this goal with? Who will support you along the way? (e.g. who could be your 'work-out buddy'?)

What action can you do immediately after completing this eBook to get started?!...Take an immediate step to boost your health and happiness!

Feel free to copy this page multiple times if you want to create a few different health and happiness goals.

Your Homework!!!

- After writing up your goal using the worksheet on the previous page, print it out and pin it up where you can see it - e.g. on your mirror, desk or fridge etc. This will help to remind you of your goal.
- Create a daily routine for your health and happiness that includes the 7 steps you have learnt in this eBook.
- Schedule it! – Add a diary note to your calendar to remind you to practice your routine daily. This will help you to take a step towards a healthier and happier future every day!

Happiness is not something ready made. It comes from your own actions.

Dalai Lama

Next Steps...

Now that you've reached the end of 'The Stress Management Guide for Business Leaders', what are your next steps?

If you're reading this, congratulations!

Many people that download eBooks don't read them! Many people buy books to help them to improve their Business and Life, but they never make it past the first chapter!...that just blows my mind!

The first thing I suggest you do is to complete the action-steps and homework on the previous pages.

Many of my clients have commented that once they started to see improvements in their well-being and learnt how to manage their stress, this gave them momentum to want to make further changes in their Business and Life. One of the reasons for this is that implementing their well-being actions helped them to become more resourceful so that they felt compelled to make more improvements.

This resourcefulness is one of the keys to help you to un-lock more energy to make more positive changes in your Business and Life.

Do you want to take another step in the right direction for you and your business?

Well, why not book yourself a FREE, no obligation 'Discovery' call with me?
During this call, you'll have the opportunity to:

- EXPLORE the biggest challenge that you are facing right now
- DISCOVER what you REALLY want out of your Business and Life
- EXPOSE possible futures for you and your Business
- EXPERIENCE coaching

I guarantee you'll leave the call with renewed energy, clarity, and motivation to get your business and life moving forward!

To start your own journey to become the Leader you want to be; living the life you want to live and running a business that thrives, schedule your 'Discovery' call with me, by clicking the link below:

https://www.newperspectivesec.com/book_discovery_call

I hope to talk with you soon!

Best Wishes,

Keu



7 Steps to a healthier, happier business-life



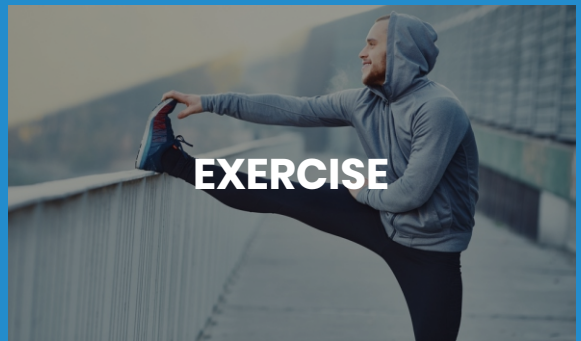
STEP 01



STEP 02



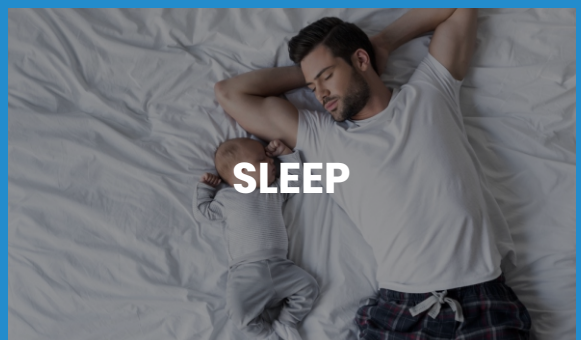
STEP 03



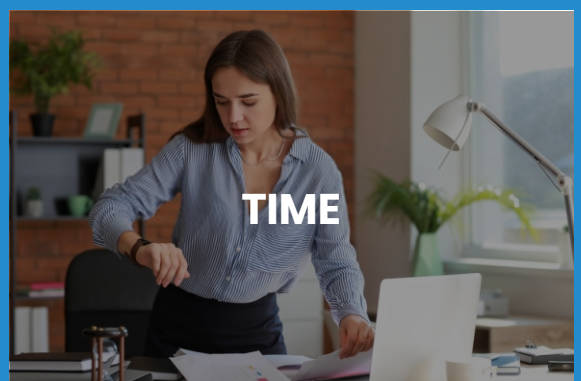
STEP 04



STEP 05



STEP 06



STEP 07

Congratulations
on completing this eBook!

