



the
stress
fix™



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www.TheStressFix.com

global
Optimal Health™
group
Producing healthier people by best world practices

A 40-YEAR FAILURE

**STRESS
“MANAGEMENT”**

Stress Statistics

COMPILED BEFORE:

- 9/11
- war on terror
- financial meltdown
- mortgage crisis
- potential climate disaster

One Stop Costs

Stress Statistics

- **60% - 90% of doctor visits**
Harvard Business Review, 72(6)12
- **50% of absenteeism**
NIOSH, European Agency for Safety & Health, study of USA workers

Employers Two Needs

What Employers Need From The Healthcare System

1. Healthy people to work
2. Lower total illness costs

THE Golden Opportunity

Fix Stress

- \$ Significant cost savings**
- \$ Drive Health & Productivity**
- \$ Increase your low-risk,
healthy employee population**

FIXING STRESS

GOALS

1. A new **positive** understanding
2. Precise **diagnostic** measures
3. Lifelong **essential** tools
4. Strategic **implementation**
5. Health & productivity **benefits**

The Problem of Stress

The problem
of **stress**
IS NOT
STRESS

The Real Danger of Stress

STRESS DAMAGE!

Getting Precise With Stress

When you say “**stress**”
physiologically you mean
damage caused by constant
HPA-axis activations

The Stress Damage Generator

THE PROBLEM

stress damage

chain reactions

**Hundreds of daily HPA-axis
activations that keep the**

HPA-axis constantly

turned ON

The Key to Stress

HPA-axis

Hypothalamus-Pituitary-Adrenal glands

- Understand **stress**
- Measure **stress**
- Solve **stress**

Adrenal Gland Literacy

**Adrenal glands make or co-produce
over 50 vital hormones
– essential to health –
that influence ALL
major physiological processes**

Adrenal Fatigue: The 21st Century Stress Syndrome

by Dr. James Wilson



How Bad IS Stress Damage?

First: The Bad News

**It's much worse
than you think.**

The Physiology

STRESS DAMAGE PATHWAYS

- **cardiovascular stress damage**
- **metabolic stress damage**
- **immune stress damage**
- **psychological stress damage**

Stress Damage

cardiovascular stress path

- high blood pressure
- plaque formation
- heart attacks
- strokes

Stress Damage

metabolic stress path

- **insulin resistance**
- **diabetes**
- **obesity**

Stress Damage

immune stress path

- **infections**
- **flu**
- **auto-immune problems**
- **type 1 diabetes**
- **cancers**

Stress Damage

psychological stress path

- **insomnia**
- **depression**
- **anxiety**
- **distraction**
- **negativity**
- **overwhelm**
- **panic attacks**

The Urgency

Stress Damage
unpredictable
non-linear

“the straw that breaks the camel’s back”

versus

“a stitch in time saves nine”

The Urgency

Nobody knows which tiny stress reaction is “the straw”

1. Higher blood pressure ➡ **strokes, heart disease**
2. Adrenal secretion ➡ **diabetes and obesity**
3. Distraction or overwhelm ➡ **accidents or mistakes**
4. Nervousness ➡ **insomnia, panic attacks, anxiety**
5. Immune suppression ➡ **cold, flu, infection, cancer**
6. Immune activation ➡ **allergies, auto-immune, juvenile diabetes**

The Danger

STRESS DAMAGE COSTS

Unresolved stress symptoms worsen exponentially from:

- 1. symptoms \$\$\$**
- 2. illness \$\$\$\$\$\$\$**
- 3. disease \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$**

Confused?

“Stress, in addition to being itself, was also the cause of itself and the result of itself.”

British Medical Journal, 1951

Source: American Institute of Stress

What exactly IS stress?

Selye's later definition:

“Stress is the rate of wear and tear on the body”

What exactly IS stress?

Selye's first definition:

“Stress is the general, non-specific demand on the body in response to change”

How Amazing IS Stress?

Now: The Good News

**It's much better
than you think!**

A Missing BEST HALF of Stress!

WHAT!?!

**60 Years of Stress Research
Missed**

HOW STRESS WORKS

POSITIVELY

IN NATURE!

Nature's Positive Use of Stress

Tsunami 2004 Indonesia Indigenous peoples & wild animals

- “read” the signals
- moved to higher ground

Re-Defining Stress

“Stress signals the perception of relevant change for successful adaptation.”

Abstract: The Unified Field of Stress

By Robert Simon Siegel

Re-Defining Stress

#1. STRESS IS A SIGNAL

**Stress signals opportunities
for healthy benevolent change
throughout ALL areas of life**

Abstract: The Unified Field of Stress

By Robert Simon Siegel



What stress IS!

**Stress is our innate
biological
adaptation vehicle to
successfully navigate
change!**

Our Adaptation Vehicle

Stress is an amazing guidance system to “correct course” to:

- **Produce health**
- **Achieve goals**
- **Create solutions**
- **Energize**
- **Navigate change**

How Amazing IS Stress?

More Good News

It's get even better!

Our Secret Agent of Change

STRESS GUIDES GROWTH

1. Stress **advanced** endocrinology
2. Stress **inspired** Behavioral Medicine
3. Stress **integrates** mind, body & energy
4. Stress **signals** change
5. Stress **directs** to greater coherence

A New Direction

HEALTH PRODUCTION

The same skills that
eliminate stress damage
so there's no stress to “manage”
also improve focus, productivity,
energy, health & innovation
to better navigate change!

\$\$\$\$\$\$

OPTIMAL HEALTH

Producing Healthier People

Knowledge and skills to better operate body, mind & energy.

Healthy Range

\$



NEUTRAL HEALTH: The Absence of Illness

TIME

Symptoms

\$\$

Illness


\$\$\$\$

Organ Deterioration & Disease

\$\$\$\$\$\$\$\$

DISEASE DEVELOPMENT

Very Rare Opportunity

- 
- ✓ **Contain these significant costs**
 - **60% - 90% of doctor visits**
 - **50% of absenteeism**
 - ✓ **Improve human functioning with skills**
 - ✓ **Utilize stress correctly**
 - ✓ **Apply “process improvement” to health**

HOW!?!

Proactive Health Production

PRODUCE HEALTH

The best illness defense

is an

optimal health offense.

The Future of Wellness

Produce Health!

The Promise of Wellness

REAL CONTENT

**A new breed of health-producing skills
to better operate:**

■ Body ■ Mind ■ Energy

- 1. Appreciate your human capital value**
- 2. Your people value being appreciated**

Our Adaptation Vehicle



How to Transform Stress

Imagine:

**You are a human smartphone
with feet and antennae.**

**Your antennae for survival are
tuned to sensing “change”
relevant to life, work & health.**



Stress Signals Change

Positive Purpose of Stress

**ALL sensations, symptoms,
illnesses & diseases of stress**

=

communications for adaptation!

Your “life phone” is ringing:

Opportunities!



New Skill Sets

1. Pick up the phone

Stop HPA-axis activations fast
Reset 4 body systems to health



2. Get the message

Identify the opportunity to “correct course”

3. Take action

Transform challenges into solutions

How Costs Increase

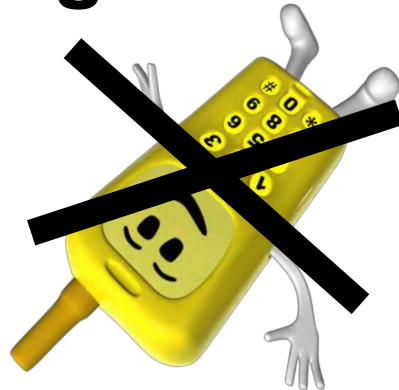
What Increases Stress Damage

NOT responding

NOT turning HPA-axis activations off fast

NOT getting the message of change

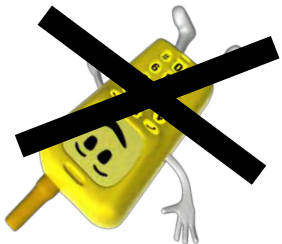
NOT taking corrective action



Why “Managing” Stress Failed

“Managing” stress does NOT:

- **stop** stress damage chain reactions – the actual problem
- **turn off** HPA-axis activations
- **address** the purpose of the signal to “correct course”



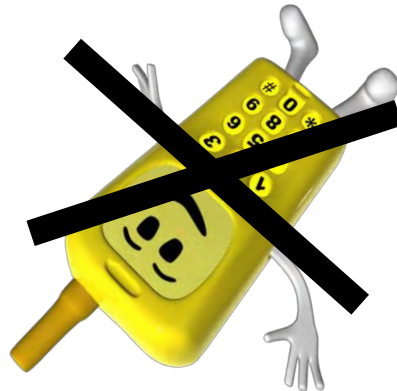
Why “Managing” Stress Failed

UNRESOLVED

HPA-axis Activations

develop over time from

symptoms to illnesses to disease



Why “Managing” Stress Failed

**What exactly
does stress management
“manage”?**

Why “Managing” Stress Failed

“Managing” Stress

- Numbing with pills, drugs and alcohol
- To not hear your phone ringing
- It’s signal “management”

THE RESULT OF 40 YEARS

NO effective methodology

(until now!)

What Triggers Stress

Stop Blaming the Tigers!

- **Saber-toothed tigers have been extinct for millennia**
- **Stress is a mind/body event**
- **Each worry, fear & angry thought triggers hundreds of daily HPA-axis activations**

Preventing Stress Damage

HPA-axis Skills Needed

Hypothalamus	=	MIND
Pituitary	=	BODY
Adrenals	=	ENERGY

The Stress Fix – Body Skills

GOAL

- **Stop HPA-axis** activations fast
- **Restore allostasis** (healthy calm/optimal function) via 4 main body systems

Today's most important health skill:

DE-STRESS IN SECONDS!

- **No stress damage**
- **No stress to “manage”**

The Four Body Systems



SMS

**Skeletal
Muscle
System**

PSNS

**Parasympathetic
Nervous
System**

CNS

**Central
Nervous
System**

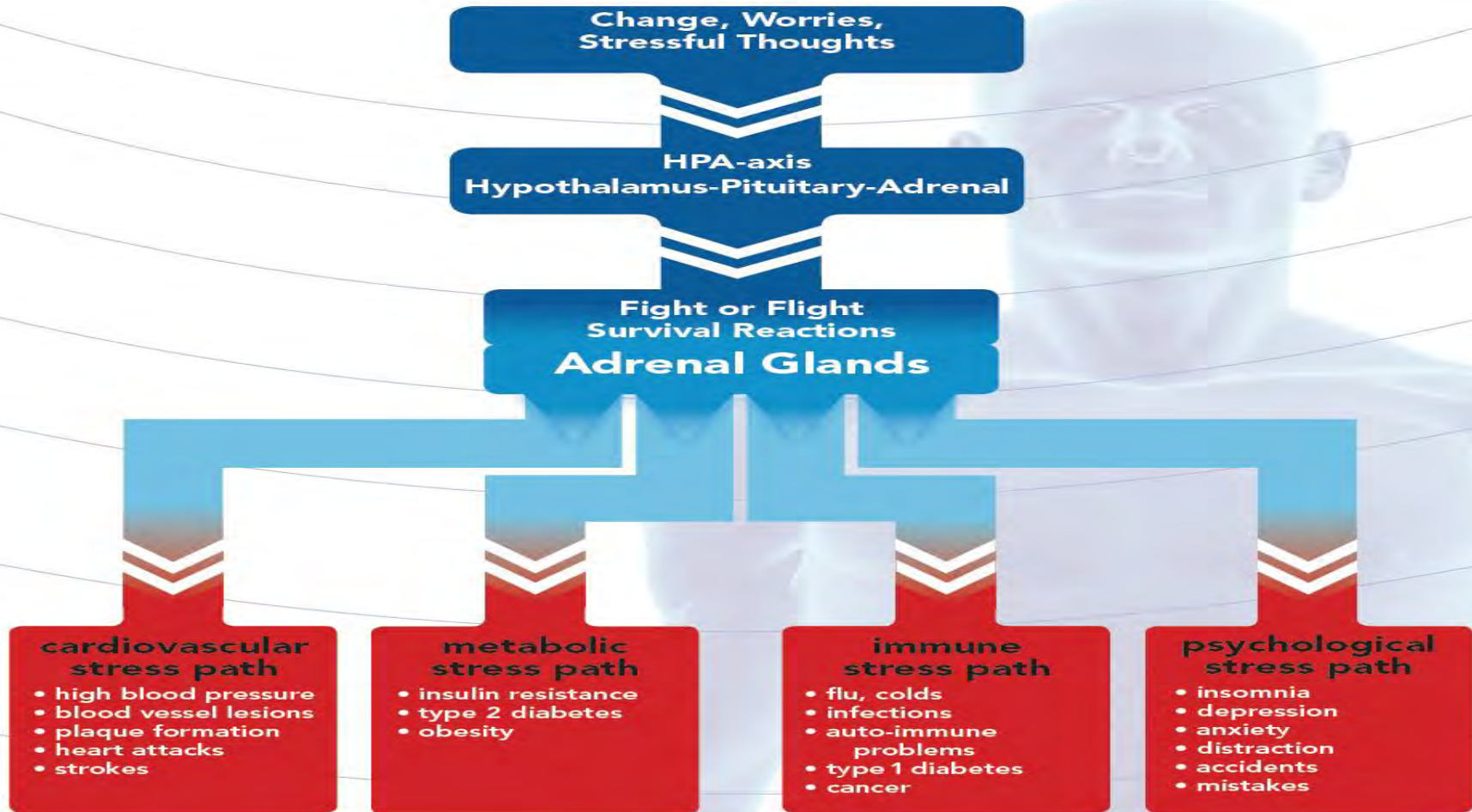
SNS

**Sympathetic
Nervous
System**

All four are essential to stop stress damage

Stress Damage Chain Reactions

Primary Source of Most Illness & Lost Time Costs



The Stress Fix – Mind Skills

GOAL

- Clear** stressing mental activity instantly:
racing thoughts, overwhelm, worry, anxiety
- Be fully present** with dynamic calm all day
- Identify stressors** as perceptions of change
- Transform challenge/problems** into
opportunities: creative solution/innovation
- Stabilize focus:** goal-achieving mind patterns

Presenteeism

Reclaim Lost Productivity

Too stressed to focus 30 minutes/day

30 minutes

2.5 hours

X 5 days

X 50 weeks

2.5 hours lost/week

125 hours lost/year

Three weeks lost productivity/year/employee

Imagine the improved profitability

The Stress Fix – Energy Skills

GOAL

Activate healthy energy

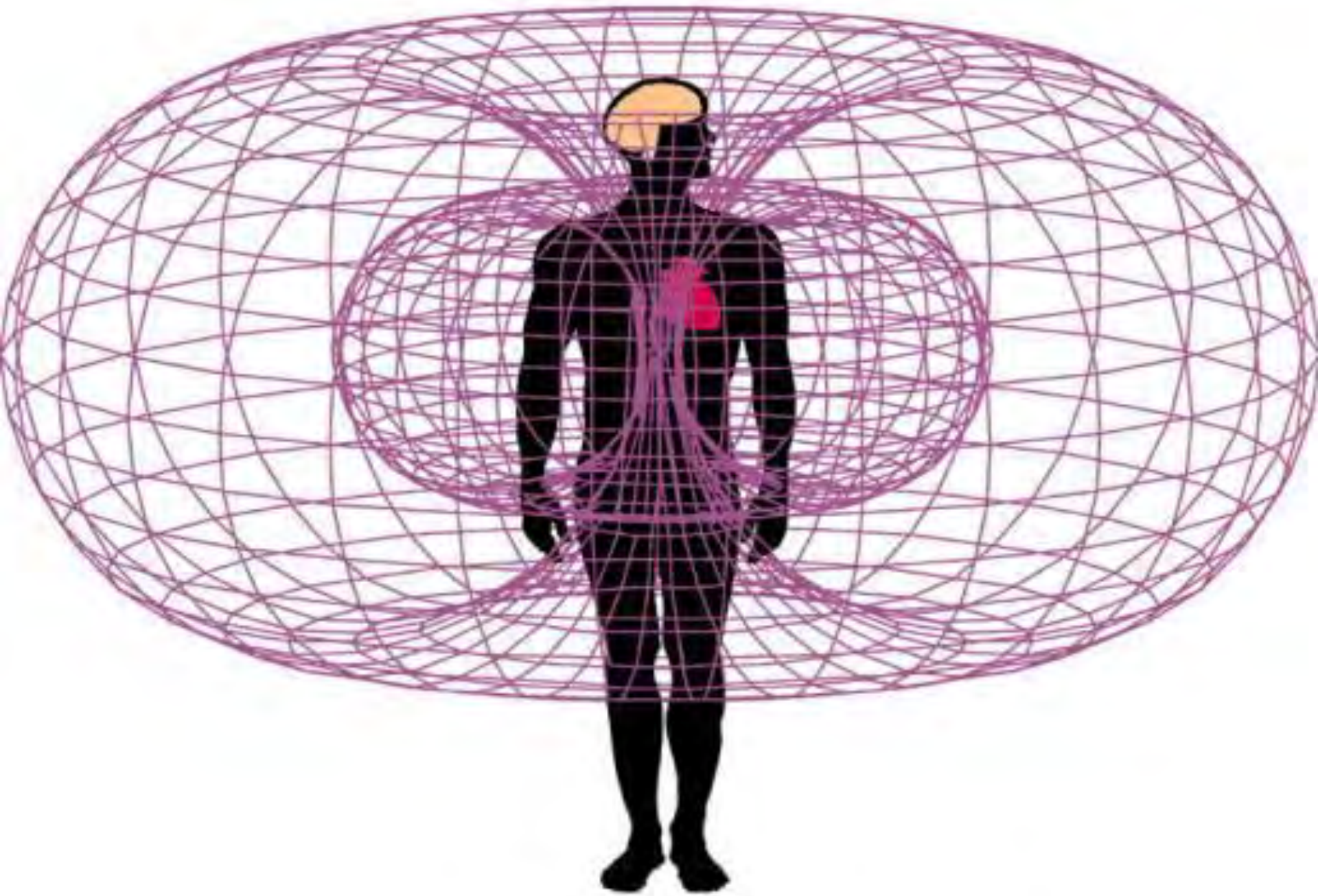
Recharge without draining adrenal glands,
without sugar, fast fried foods or caffeine

Develop tools to increase life energy

Strengthen the bio-energetic field

medium for healthy cellular communication

Understand bio-physics of human energy



Einstein

**“All things
are
relative.”**

Ronaldo Jackson

**“All things
are in
RELATION.”**

The Big Quantum Question

Who is calling Whom!?!

The Larger Context of Stress

CHANGE

Stress signals opportunities
to be healthier parts of a greater whole
greater coherence = successful adaptation

THE COHERENCE PRIZE

the greater whole's greater intelligence

SCIENCE MEETS WISDOM!

Benefits of Fixing Stress

Use Stress Positively

- Produce health
- Contain costs
- Achieve goals
- Create new solutions
- Energize
- Navigate change

The Solution

PRODUCE HEALTH

Equip Employees with 21st Century Skills

- Rapidly reset systems to optimal health
- Stop costly HPA-axis stress damage
- Operate with focused calm all day
- Create solutions from problems
- Energize & recharge
- Navigate change well

Come to work healthier & leave healthier



The Great Savings Potential

Translate Physiology into Financial Savings

- Prevent 60% - 90% of doctor visits
- Reclaim 50% of absenteeism
- Decrease lost time costs

Stop Stress – Produce Health

THE STRESS FIX

Use stress positively to
gain the final taboo:

Enjoy your life!

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