

## Sales Coach Series

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### Managing stress

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#### The Dilemma

I always come back from my holidays feeling relaxed and refreshed but within a few weeks my stress levels are right back up there!

#### The Coaching

If you find particular situations stressful (including your job as a whole) you have two choices: remove yourself from the situation or learn to manage your responses to potentially stressful stimuli.

Identify how you know when you are stressed - how do your behaviour and mindset change? Ask close colleagues what they observe. Try to recognise the onset of these before they build up.

As well as seeking 'quick fixes' such as slowing down breathing rate, progressively relaxing muscles and taking a short break, consider how to live your life in a calmer state of mind.

Maintain 'work-life' balance by ensuring you have interests outside work, adopt an achievable exercise routine, get enough sleep and avoid excesses of junk food and takeaways. These all contribute to your ability to manage stress.

When stressed it is easy to become blinkered on the immediate problem and your response to it. Maintain perspective by focusing on the 'big picture' - how does this situation fit into your overall life plan? Ask yourself 'Why am I here?' and 'How does this help me achieve my goals?' Then break down the issue into small manageable chunks you can address one by one.

Ultimately the people who remain calm in stressful situations are those who maintain perspective. If you're worrying about something you can't do anything about, then don't waste the energy, if you're worrying about something you can do something about then, stop worrying and do it.