



Developing Goals, Focus and Leaders

# Winning Ways

A publication of

## Winning Ways

Developing Goals, Focus and Leaders

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This copy of Winning Ways is a gift for you from Winning Ways, Inc. We provide an environment that creates focus, momentum and success for long term changes in your personal and professional life through our sales, strategic planning and coaching services. We help you achieve the results you and your business want!

Call Joan Fletcher 703 273 9299 today. We are committed to helping you achieve your goals.

### NewsBits from Winning Ways

November is client appreciation month at Winning Ways.

Winning Ways new website will be unveiled on November 1st!

Would you like a colleague or friend to receive a copy of our newsletter? Let us know and we will send them a copy for you. 703 273 9299 or [jfletcher@winningwaysinc.com](mailto:jfletcher@winningwaysinc.com)

## Stress Does Not Rule Our Lives — Learning to Cope with Stress-Causing Situations

Stress. It is an ugly word that produces awful feelings that leave us overwhelmed. We feel that stress is an external force, pressing down on us as we try to juggle deadlines, family and personal needs. And we feel helpless to overcome it.

Guess what? Stress is not the big monster from outside. It comes from within; stress is how we react to external events. Stress is more the monster from within, created from our perceptions and beliefs.

Think of the last time you sat in a traffic jam something all of us do. How many “honkers” did you hear? Honkers are those people who allow the situation immobile traffic to be a source of such frustration that they feel the need to honk their horns, even though the act cannot possibly move the traffic. They just need to do *something*. Others sit patiently, realizing that there is nothing they can do to improve the situation. What created the stress? The traffic jam or the reaction to the traffic jam?

Workplace stress is increasingly causing loss of productivity in American business. According to the American Institute of Stress, “stress costs US businesses about 300 billion a year in lost productivity, insurance costs and turnover.” A recent survey by the Chicago based human resource firm ComPsych Corp. found that 63 percent of employees said they experienced high stress in the second half of 2003. And, 43 percent of these respondents lost an hour or more in productivity A DAY dues to stress.

Plus, there are health concerns. Employees who report experiencing high stress are three times more likely to suffer from frequent or serious illness.

How do we reduce and eliminate stress from our lives? First, we must understand it. Stress is the interaction of a thinking person and a specific event traffic jam, work overload, and it manifests itself in the way we adapt to each particular challenge.

Author and poet Natalie Goldberg said that “stress in an ignorant state. It believes every thing is an emergency. Nothing is that important.” *O Magazine, October 2002*

Go back to the traffic jam. The “patient waiter” understands that the situation is what it is a temporary setback. The honker, on the other hand, sees it as a emergency and must react whether it has any effect on the situation or not. In fact, the reactions of these two different people is all about their attitudes. There is a direct link between the way we think and the way we behave.

The honker thinks, “I do not have time for this.” He lets the situation rule him. The patient waiter accepts the situation for what it is, and may use it to his or her advantage. At a stand still, the waiter may review notes or make phone calls. The waiter may also do some seated exercise or meditate to relax.

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One of the best ways to deal productively with stressful situations to have a set of written goals for your personal and professional life. All of your choices, actions and reactions should be geared to these goals. You need to understand your own personal definition of success and productivity and not live by someone else's.

The honker just understands the NOW rather than the big picture. He or she wastes time unproductively out of anger and frustration. The patient waiter sees the temporary stop as an opportunity to invest some time on necessary tasks. Only you can control what you do and how you deal with the situation you are in, so you determine your stress level not the "monster."

The following are some coping skills that will help you deal with stress:

- Keep a dream inventory so you will make choices in line with your values, beliefs and purposes.

- Have goals in each area of your life which are a priority for you.
- Make sure all your actions are goal oriented.
- Keep a list of goals and achievements you have accomplished for those days you feel that you have a "KICK ME" sign on your back.
- Know what you personally need to calm down and relax when you feel stress.
- Meditate and/or exercise.
- Create an environment where you live and work that keeps you motivated.

If you have difficulty defining your goals or using coping skills, a life coach or mentor can help you get there, someone who can provide some objective suggestions.

*"Before you agree to do anything that might add even the smallest amount of stress to your life, ask yourself: What is my truest intention?"*

*Oprah Winfrey  
O Magazine, October 2002 .*



**Who We Are and What We Do**

Joan Fletcher launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Joan works with clients on sales, strategic business planning and leadership. She believes that combining a great attitude with the right skills and developed goals will create the success you have only dreamed about! Her expertise is in helping you find the solution to your business challenges.

Caryn Franca joined Winning Ways in February 2004. She heads up the coaching division of the company. She works with clients in the areas of life coaching, small business coaching using the Strategic Planning model and youth coaching. Caryn has twelve years experience in owning her own business. She is passionate about the role attitude plays in creating momentum and success in life and business. Caryn provides an environment of energy, positive affirmation and focus to grow your business and develop your life.

**Oakton, VA Office:**

Joan Fletcher  
703 273 9299  
jfletcher@winningwaysinc.com

**Clifton, VA Office:**

Caryn Franca  
703 830 3071  
cfranca@winningwaysinc.com

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The first three readers who contact Coach Caryn will receive a complimentary 30-minute coaching session. This is a \$100 value.

Name: \_\_\_\_\_  
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 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 e-mail: \_\_\_\_\_

Email or call Caryn at  
 (703) 830-3071  
 or  
 cfranca@winningwaysinc.com



3312 Saddlestone Court  
Oakton, VA 22124

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