



APEX PERFORMANCE, INC NEWSLETTER

Monthly Newsletter
December 2007

During this Holiday Season.... Do You Control Stress or Does It Control You?

It's a workday morning. You're running late and you can't find your car keys. On the way to the office you realize you are about to run out of gas. Then there is construction on your route which causes you to run even later. Once you're at the office, your daughter calls and reminds you of her holiday school program directly after work. This reminds you that you scheduled a meeting shortly before you're supposed to be at that program. It's not even 9:15 am yet and your stress level has already peaked for the day. How much more can you endure?

Stress is a part of everyone's personal and professional life. And during the *hectic holiday season* this can be amplified. Although many of us use the word *stress* as a description of how we feel, most do not fully understand what it means and what it does to our bodies. First of all, stress is not the event itself but our mental, emotional and physiological response to it. And the stressful event doesn't necessarily have to be a negative one. Holidays, especially this time of year, are examples of positive events that can trigger the same stress responses. The stress response is triggered when we are faced with a perceived demand or threat causing the brain to send a signal to the body preparing it to "fight or flee." This basic response goes back to prehistoric times having served a very critical survival function. But that same mechanism can be triggered by "threats" that are not real in a physical sense, but imagined, like "there are rumors of lay-offs!" The long-term activation and overexposure of this stress response can have multiple negative effects on the body. It can compromise the immune system, cause depression, impair your ability to perform mental tasks, cause frustration and hostility, and inhibit the healing process. You know the rest!

Too many business executives have accepted stress as a part of life in a highly competitive and demanding world. They persevere through the daily challenges that everyone faces as well as the sizable stressors encountered in their corporate lives. As researchers continue to demonstrate the negative effects of stress on the body and mind, business executives need to consider the effects of work related stress on themselves as well as their employees.

- The workplace has become the single greatest source of stress
- Those in high stress jobs are 3 times more likely to suffer from stress-related medical conditions and 2 times more likely to quit

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Meet Our New Program Director



Lisa Grossman, M.Ed., ATC, LAT has moved from Florida to Charlotte, NC to become a Peak Performance Program Director for APEX Performance. A 2000 graduate from the Exercise and Sports Science program at Florida International University, Lisa went on to Temple University to complete her Master's Degree in Kinesiology with an emphasis in Sport Psychology in 2003. Currently, she is fulfilling dissertation requirements toward the completion of a Ph.D. in Sport Psychology from Florida State University. Prior to joining APEX, Lisa served as the sport psychology consultant for the Florida State University Track and Field/Cross Country Teams from 2004-2007. During the course of her work with both programs, Florida State's Track and Field Team recorded its best

their jobs

- 4 out of 10 employees state their jobs are "very" or "extremely" stressful
- 75 - 90% of medical visits are related to stress and cost the industry an estimated \$200 - \$300 billion

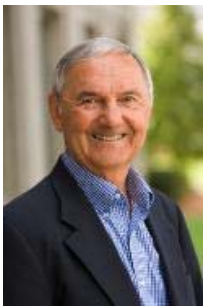
(Natl. Life Insurance Co., Employee Assistant Professionals Assoc., American Inst. of Stress)

While companies try to operate at an optimal level for growth and profit, the leaders of these companies must be able to operate at their optimal level in order to achieve peak performance. Stress is just one of the key factors that can impede a leader's level of functioning. Although we may not have control over the events that are stress-inducing, **we do have control over how we respond** to those events.

Here are some basic "rules" to follow to better manage your stress and thus your performance:

1. Know what you can and can't control - **you can only directly control what you think, say and do!** Work on these each day and forget worrying about the rest.
2. **Stress is all about perception** - change your perception and you change your stress.
3. Control emotion and **learn to self-regulate** your responses. Keep your systems in neutral.
4. Stress is cumulative - use it or lose it and **plan for recovery**. Work out, stay fit and learn some relaxation techniques.

We at APEX Performance have identified the peak performance mental competencies that lead to resilience and perseverance. The systematic development of these competencies leads to an extraordinary level of personal control and performance. They are developed in a systematic and integrated way, individualized and personalized with measurable results. Using advanced sensory feedback technologies, APEX Performance training also provides immediate feedback on an individual's control of physiological, mental, and emotional factors involved in reaching and sustaining peak performance. Once the skills have been learned, clients apply their newly honed skills to their personal and work environments, improving their performance and the quality of their lives.



Have a wonderful Holiday season and a safe and Happy New Year!

Sincerely,

Louis Csoka

APEX Performance, Inc.

performances in school history, winning back-to-back NCAA Outdoor National Championship titles. In addition, she served as a Graduate Assistant for the Athletics Department in the Office of Student Services/Life Skills, and taught the undergraduate level sport psychology class for two years. Lisa is also a certified Athletic Trainer and member of the National Athletic Trainers' Association. She served as the Head Athletic Trainer at a Tallahassee high school for three years as well as a Graduate Assistant for the Temple University Hospital Department of Sports Medicine and Orthopedics. During her tenure at Temple Sports Medicine, she developed a comprehensive psychological skills training program for patients recovering from athletic injuries.

We are very excited to have Lisa join the Apex team and add her experiences toward the company's continuing success.

