



NEWSLETTER #2 from the desk of Tony Yuile



Hi and welcome to the the second edition of my newsletter.

A question I'm often asked is: *"What's the difference between pressure and stress?"* There are crucial differences and understanding the differences is a requisite for learning how to do your best when it matters most and how to avoid chronic stress.

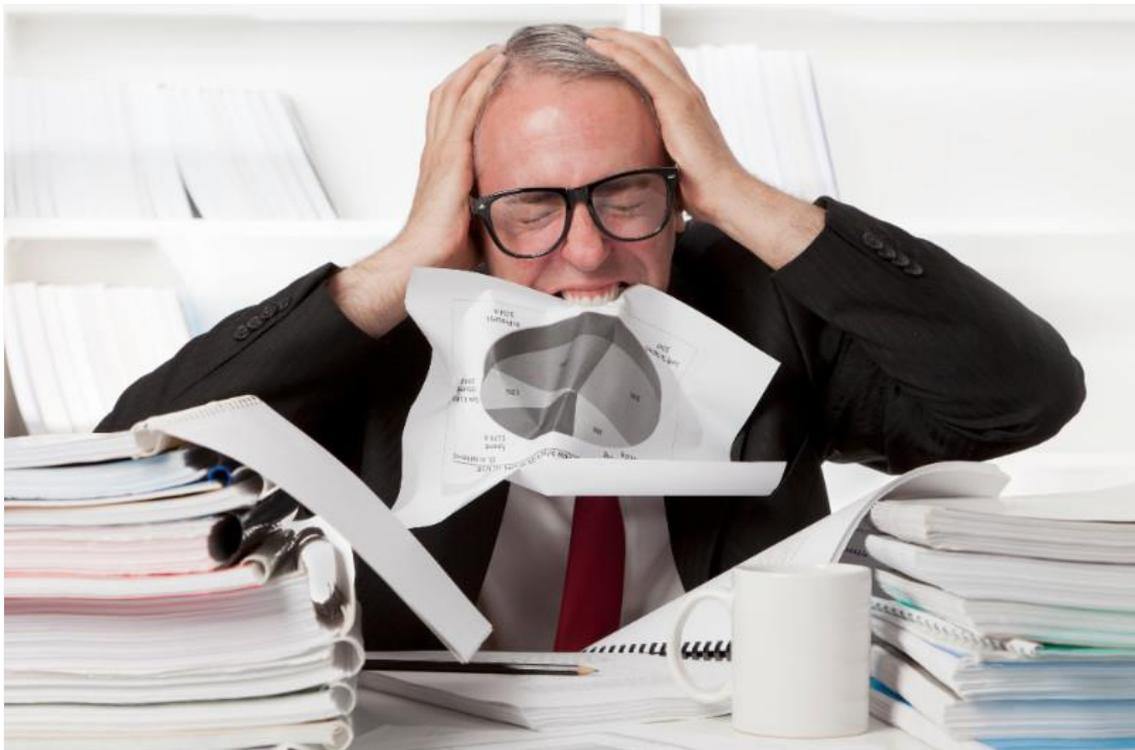
In the sections below I explore the difference between pressure and stress. I also explore anxiety, because we often use these three words interchangeably but they are different experiences which require specific solutions.

I recently wrote a blog post on [hypnosis](#) which resulted in a few inquiries from people curious about 'giving it a go.' If you'd like to 'give it a go' I'm offering a free one hour "Experience Hypnosis" session to the first 10 people who [email me](#) with their name and contact details.

If you are struggling to achieve a particular goal or would like help in overcoming a problem, remember I offer [a free 30 minute introductory consultation](#), which provides an opportunity to explore what's possible with my help. To book your consultation [contact me](#) today.

Go well

Tony



What is Pressure?

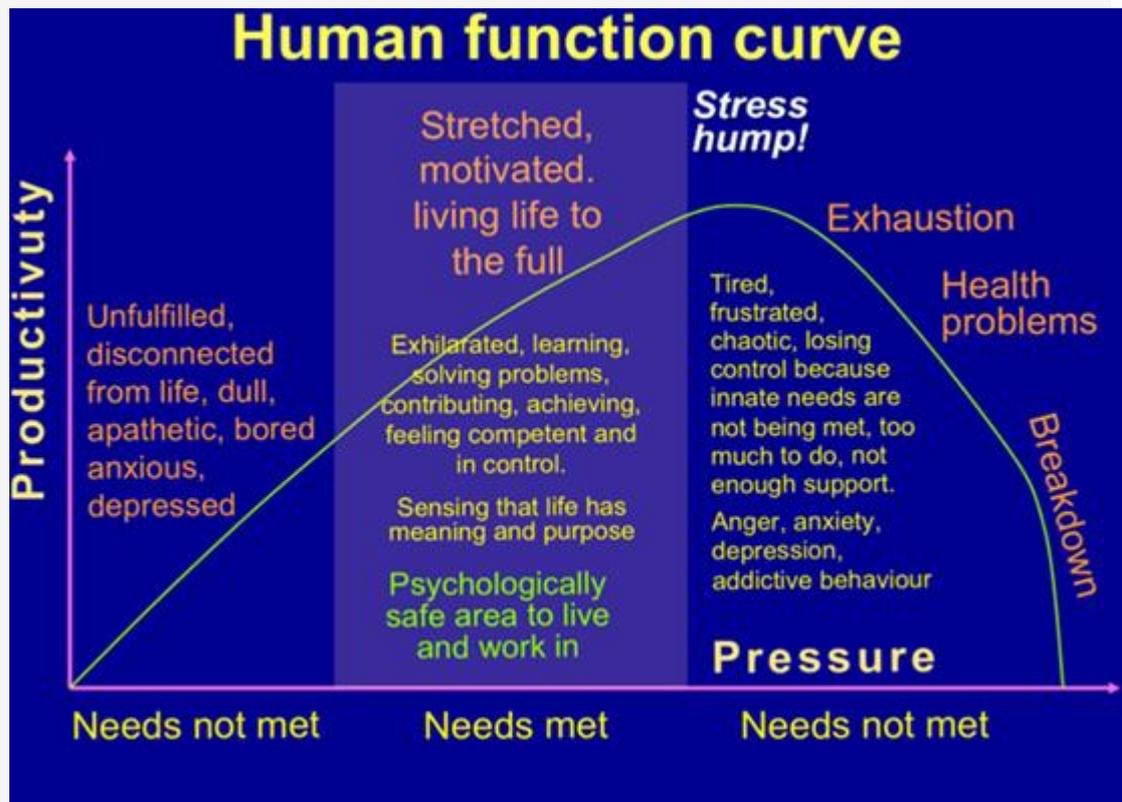
In [How to Perform Under Pressure - The Science of Doing Your Best When It Matters Most](#), Hendrie Weisinger and J.P. Pawliw-Fry describe pressure as a *'situation in which you perceive that something at stake is dependent on the outcome of your performance.'*

The ability to perform at or close to one's best in high pressure situations

is what often separates successful high performers from under performers. Imagine for a moment the level of pressure Stephen Donald must have felt as he stepped up to kick the winning penalty for the All Blacks in the 2011 Rugby World Cup Final.

A certain amount of pressure can be useful, helping push us to perform at our best, find a solution or meet a tight deadline. However, too much pressure can have the opposite effect as is shown by the the **Human Function Curve** below.

This chart graphs the relationship between pressure and performance (physically and mentally). (*Adapted from Nixon, P: Practitioner 1979.) One of the most interesting facets of this graph is that it is entirely personal. Although it represents the limits of human beings in general, everybody has their own individual limit at which one or more activities stops being perceived as motivating and challenging and becomes perceived as a threat. Once this tipping point is reached (the 'Stress Hump' on the graph) the stress response is triggered and we experience stress.



I love helping people to perform at their best in high pressure situations whether work, home or sports related. If you're interested in learning more about performing at your best under pressure, call me now on 021 056 8389 or email me at tony@tycoaching.nz



What is Anxiety?

Anxiety is an emotion - a type of fear.

Our nervous system evolved to deal with a dangerous primitive world. Anxiety's role in the system was, and still is, to keep us alert and to focus our mind and body on preparing to deal with potential dangers or threats to our physical and emotional well-being.

By triggering the stress response, anxiety ensures our body is prepared for action ('fight or flight') and that our brain is focused on thinking through how we can escape from, or avoid, the potential danger(s).

Anxiety can be experienced at different levels, and most people experience a relatively mild, and short lived, form of anxiety when facing specific situations they perceive as a threat (such as a speech or presentation).

Anxiety becomes a problem, *a disorder*, when a person starts to feel anxious more often, and more intensely, to the extent it disrupts their normal day-to-day life. Often they experience anxiety seemingly without reason. The effects can range from mild unease in social situations through to a complete inability to leave the house, poor performance at work or avoidance behaviours.

15% of New Zealanders suffer from anxiety disorders, making us second only to the US (Mental Health Foundation, NZ Stats). For a list of the most common anxiety disorders [click here](#).

Do you suffer from anxiety?

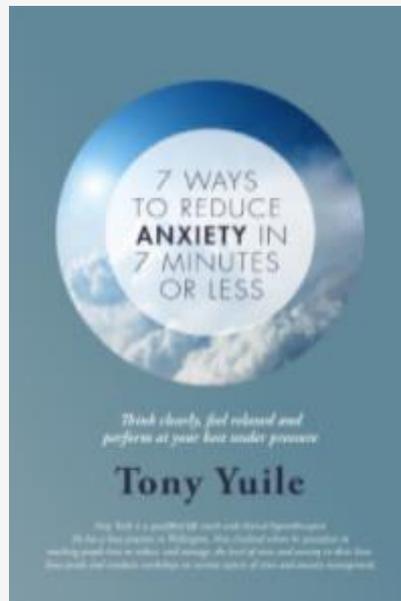
Then I have some fantastic news. Due to popular demand I've extended the period for which I'm offering [A FREE one hour consultation for people struggling with anxiety](#) and I'd like to invite you to take me up on this offer. But be quick because the spaces available each week are

limited. [READ MORE](#)

There's a great deal of value to be gained from this offer; the most recent person I worked with began their free consultation with an anxiety level at 10/10. By the end of the hour they assessed their level of anxiety as being down to '3 *maybe* 2.'

And if you'd like lots more information and helpful tips on how to manage anxiety, head over to [my website](#) where I publish a weekly [blog post](#). The current theme is **the A-Z of Anxiety** and I've reached the letter K.

And if you'd like to explore some of the ways in which I can help you begin to master your anxiety, call me now on 021 056 8389 or email me at tony@tycoaching.nz



7 Ways to Reduce Anxiety in 7 Minutes or Less

Sales of my book: "7 Ways To Reduce Anxiety in 7 Minutes Or Less"

(available for download from [Amazon](#)) are going well. One happy purchaser provided this review:

7 Ways To Reduce Anxiety is small - yet perfectly formed! In this book Tony Yuile manages to condense just about all you need to know about the psychological, physiological, emotional and neurological causes of anxiety. More importantly, there are seven quick and clever techniques to be free of it. His book is thoroughly researched and the techniques delivered are proven and from a variety of well-evidenced fields. It's easy to read this book and put the techniques into practice so that you'll never have to put up with anxiety again.

The book can also be purchased from [Amazon in paperback](#), but if you'd like to save on postage and delivery time, you can **purchase a copy directly from me**, and when you do, I'll sign it for you! Just send me an email or give me a call on 021 056 8389.

My goals for the book are to provide people with:

- an understanding of what anxiety is and how we create it; and
- seven simple, effective techniques people can use immediately to start controlling and reducing their day to day anxiety.

What is Stress?

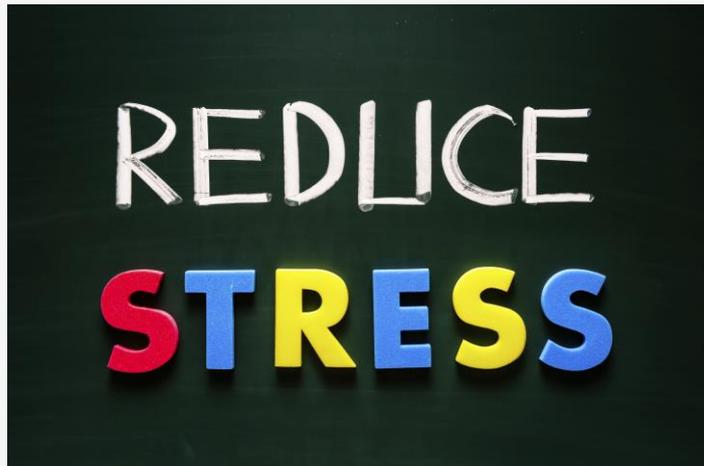
Stress is the label commonly given to a cocktail of unpleasant (physical, cognitive and behavioural) symptoms experienced in the present moment as a consequence of activating our stress response. We continue to experience stress for as long as we perceive we are in danger or under threat.

The stress we experience has two causes:

1. **We are exposed to a real and present danger to our physical or emotional well-being** such as an earthquake, a workplace bully, an aggressive dog. In this situation we experience **fear** which triggers the stress response.
2. **We imagine or perceive we're exposed to a danger or threat to our physical or emotional well-being.** In this situation we experience **anxiety** which triggers the stress response.

We experience anxiety in response to an imagined threat, because our subconscious mind doesn't distinguish between an imagined internal representation of an event, and an internal representation of an actual event occurring now in real-time. Both representations are processed using the same neurological systems. If you've ever awoken with a start from a nightmare with your heart pounding, then that's a result of your subconscious triggering your fight or flight response just as it would for a real and present danger.

If you'd like to assess what your current level of stress is I recommend you complete the [HeartMath Institute's Stress and Well-Being Survey](#), a **free self-assessment tool**. The survey can be used as often as needed to determine the state of your heart, mind and emotions at home and work and in your relationships and finances. It measures your stress-management, adaptability, resilience and emotional vitality levels and, based on your results, offers practical and easy steps for living a less stressful and more fulfilling life.



Once you've received your survey results, if you would like to explore some of the ways in which I can help you begin to control and reduce your stress, call me on 021 056 8389 or email me at tony@tycoaching.nz

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