

every  
woman

Harness the  
power of stress



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everywoman expert



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# Structure

1

Why women experience higher levels of stress

2

How to use stress to your advantage



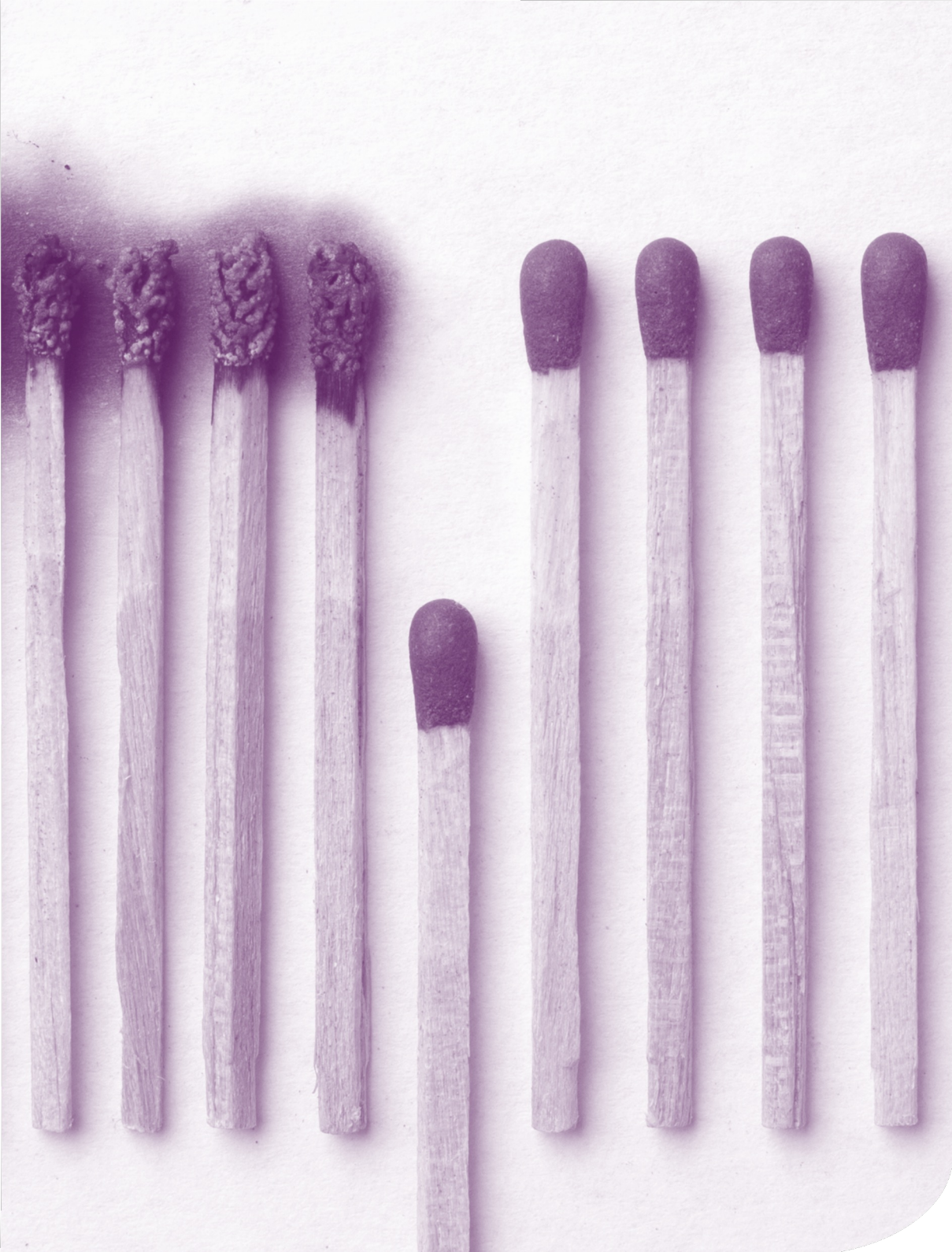


One in three women have considered downsizing their careers  
and one in four want to leave the workforce due to burnout in  
2021

(McKinsey 2021: Women in the workplace)



Chronic and unmanaged stress is  
literally driving women out of  
their careers



Learning how to deal with stress is  
one of the most effective tools in  
any female leader's toolkit



## Poll One:

Which of these statements do you agree with?

A - Stress is harmful and should be avoided, reduced, and managed

B - Stress is helpful and should be accepted, utilized, and embraced



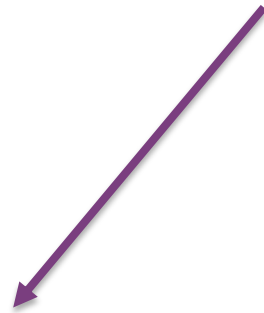
# Why do women experience higher levels of stress than men?



(University of Delaware 2017 study and University of Montreal 2018 study)

# How does stress affect women's health?

In moments of stress



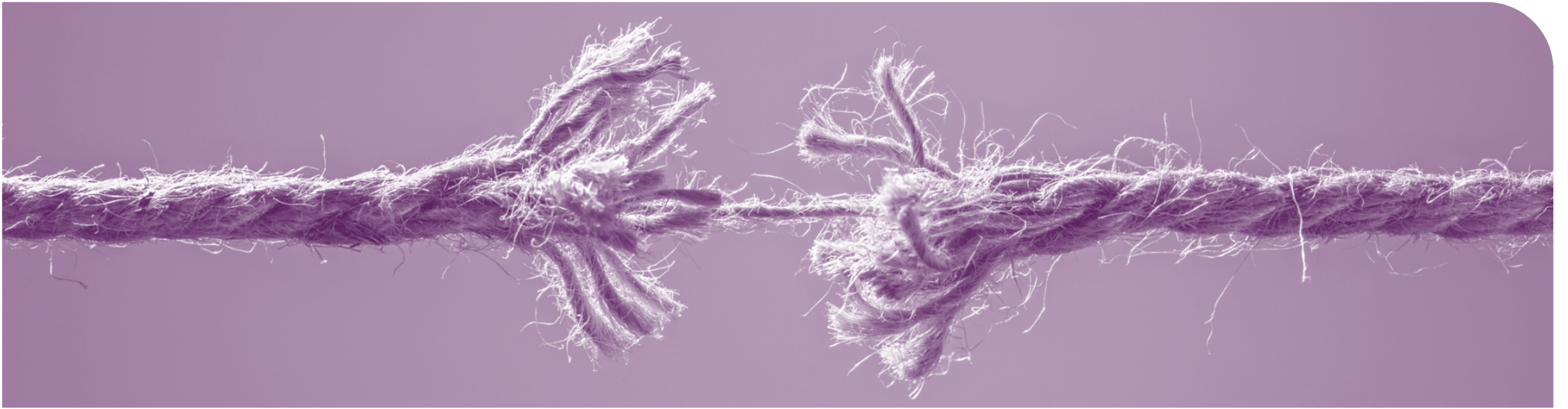
Women tend and befriend



Men go into fight or flight

# The workplace stress cycle





## Poll Two

How often do you feel stressed out?

A - Daily

B - Weekly

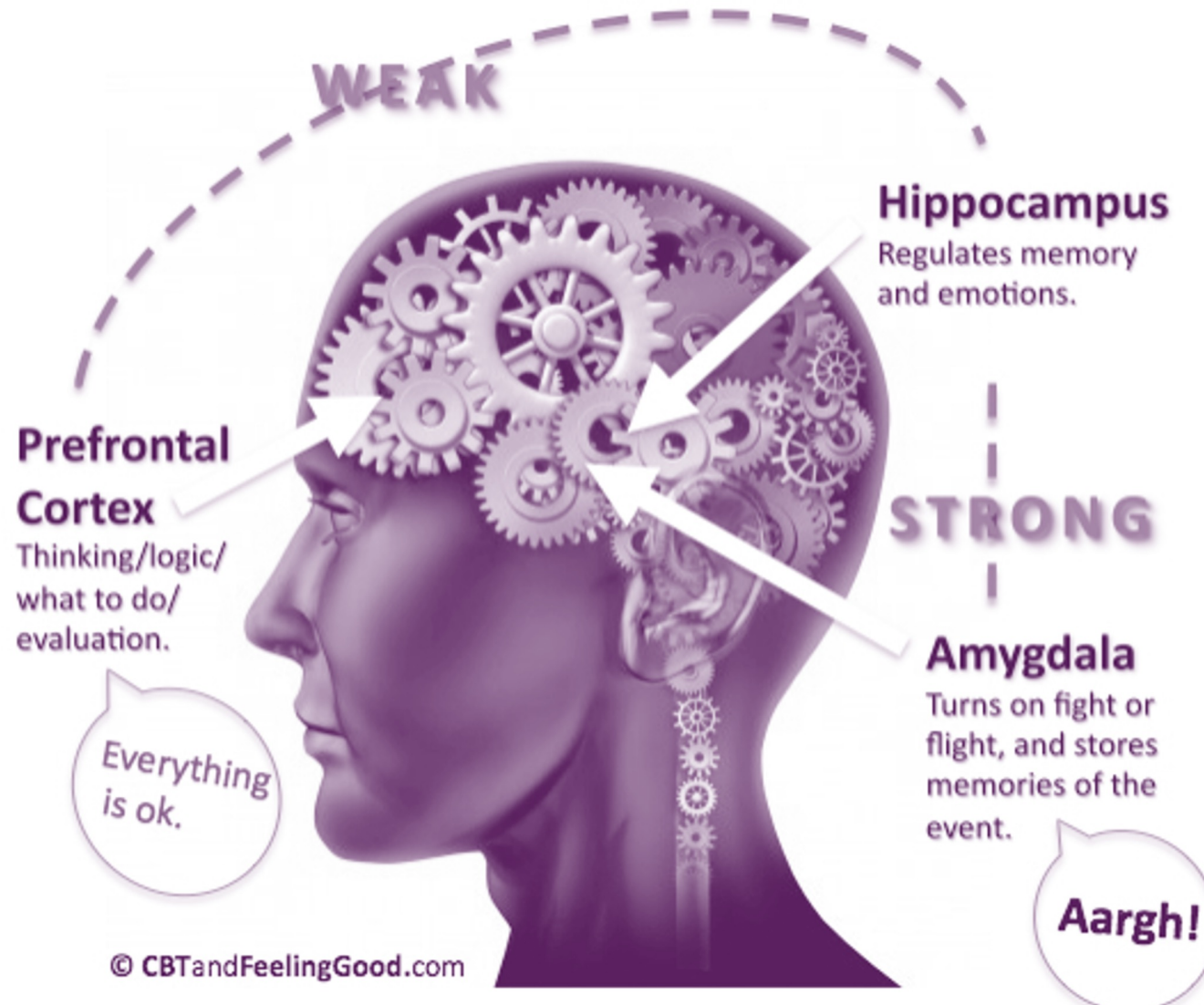
C - Monthly



# What is stress?

The non specific responses of the body to any demand for change

# Fight or flight: One half of the stress response





“

The greatest weapon against stress is our ability to choose one thought over another

”

A woman in a striped shirt is looking down at a laptop screen. The image is overlaid with a purple tint. The text is centered on the screen.

# Being stressed about stress

Stress plus the belief that stress is bad is killing people



# The biology of courage

Stress is a call to action; not panic

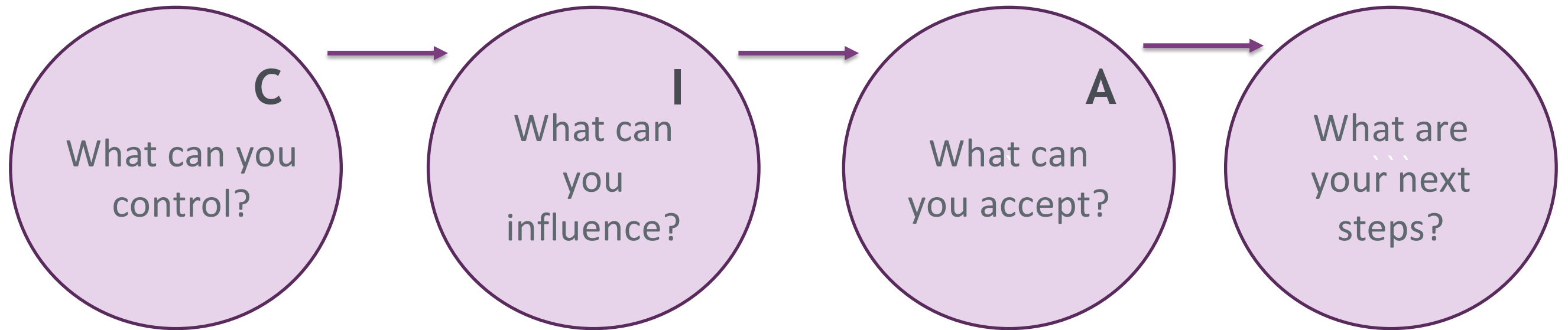




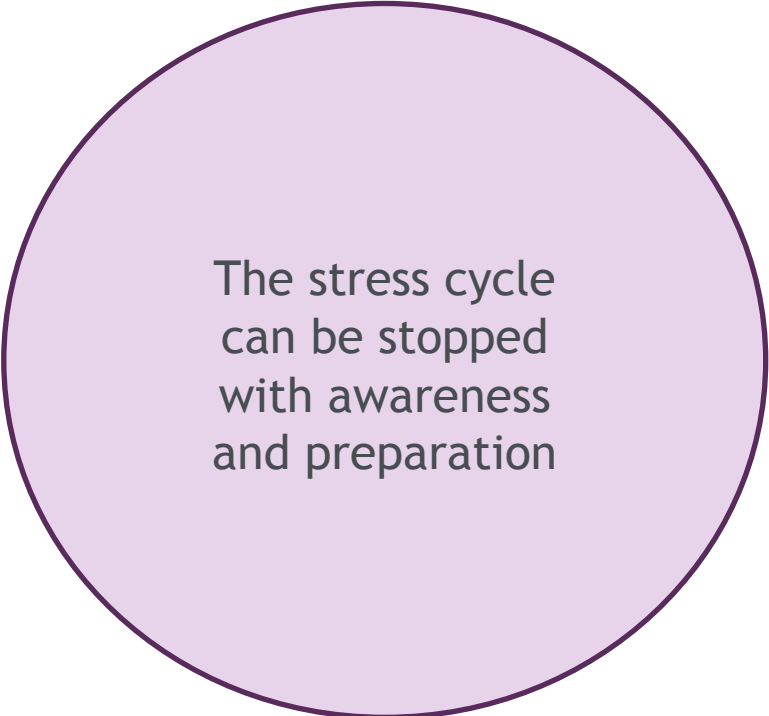
# Eustress

Stress that can lead to a positive response


# CIA - re-think stress



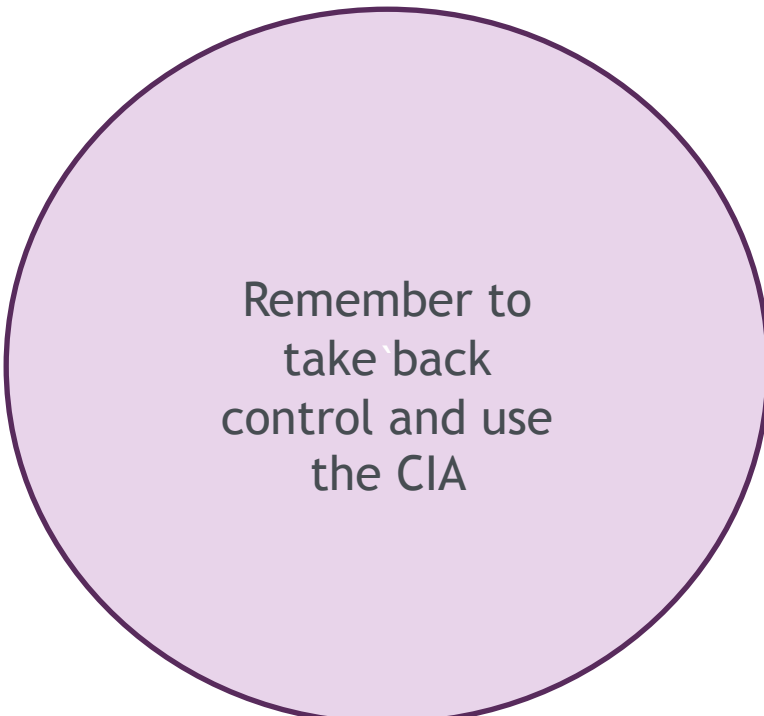
# Key takeaways



The stress cycle  
can be stopped  
with awareness  
and preparation



We have the  
power to re-think  
our relationship  
with stress



Remember to  
take back  
control and use  
the CIA



“

It's not stress that kills us, it's our reaction to it

Hans Seyle

”