

April 2020

Mindset. Mindset. Mindset.

Learning to *Pivot* when all you want to do is lay down (or to put the couch down).

Many of you may be noticing that it is getting harder and harder to be productive or give 100% of yourself to your job or company.

As we enter another week of coping with COVID-19 and the uncertainty continues, it can be challenging to stay creative, motivated, and energized to make the necessary changes to stay afloat.

Prolonged stress impacts our cognitive and emotional bandwidth, so if you are picking up on some fatigue, numbness, or mental foginess, it is completely understandable.

You are not alone in wondering how the heck you are supposed to stay creative and shift that mindset.

Pivoting your business and mindset can seem close to impossible when you are simply trying to not get ill, pay your employees, and keep your business running. Let's not forget all the headaches that are just a part of the new (temporary) norm (e.g., never ending laundry, what feels like 15 meals a day and 35 snack times, worrying about elderly parents, homeschooling, and working from home).

So where do you start?

You are not your emotions, but they still have the power to flail us around.

How do you get some separation from your reactions without ignoring the reality of the challenges this period brings?

THOUGHTS are NOT FACTS (mindful.org):

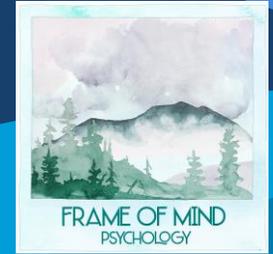
Step 1: Ask, "Is it true?" Often the answer is, "Well, yes." This is the brain initially reacting- the autopilot you live with and believe is you.

Step 2: Ask, "Is it *absolutely* true?" Is this thought 100% accurate? Can you see the thought in a different way?

Step 3: Ask, "How does this thought make me feel?" Notice any storyline you're holding onto, and name your feelings: sad, angry, jealous, afraid, hurt.

Step 4: Ask, "What would things be like if I didn't hold this belief?" Imagine possible benefits to your relationships, energy levels, and motivation.

-Elisha Goldstein



You can also remember to STOP!

Stop what you are doing; put things down for minute.

Take a few deep breaths. You can even say to yourself “in” as you inhale and “out” as you exhale if that helps to keep your concentration.

Observe your experience just as it is- thoughts (are they accurate?) and what emotions are present and how they are being felt in the body.

Proceed with something that will support you in the moment:

Reach out to an accountability partner or someone you trust/look up to for support.

Set some structure around what you would like to accomplish (e.g., 12-week year method, reading mindset books, or even start with making your bed).

Take a break from thinking about the problems or worries. Come back after feeling calmer.

Do something soothing- cup of tea, warm shower, walk with a pet, play with your kids, etc.

Ask your partner to give you a neck or hand massage.

-Elisha Goldstein

Pivoting in your business.

Once you can regulate your thoughts and emotions, the easier it will be for you to problem-solve.

No one knows your business better than you do. Make sure that the changes made to the company align with your values and listen to your customers. Remember that the changes you choose to make will be temporary or could be implemented for longer-term growth, depending on what you want. **Trust your well of knowledge and gut feeling.** You got this.

May you be well. May you be healthy. May you be calm.

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