



## Managing change or causing stress?

- Richard Hoyle, Senior Consultant, Primeast, UK

The cost of stress to organisations and individuals is now well known. The challenge for people and organisations is how to manage themselves more effectively so that the benefits of pressure outweigh the costs of stress

**We have identified 5 focus areas where the stress of change can be reduced:**

### *Control*

Disrupting a person's internal focus of control is the quickest way to trigger the fight or flight response. Feeling like a victim and having to dance to the beat of someone else's drum is very stressful. Aligning individual and corporate goals, listening to suggestions, moving decision making to the lowest level are all empowering and stress reducing.

### *Relationships*

For many the first thoughts on hearing of an organisational change are: "Who is going to be my boss? Where am I going to sit, and who with? How is this going to affect my family?" Communicating quickly on these issues really does matter.

### *Creativity and Efficiency*

For some of us "Change" releases our creative energies and spurs on those of us who seek efficient solutions. But this is for the few in charge. For most their creativity is stifled while "plans" filter down and the remainder feel lost, asking "Why?" Listening, and allowing people to contribute really helps.

### *Peace of Mind*

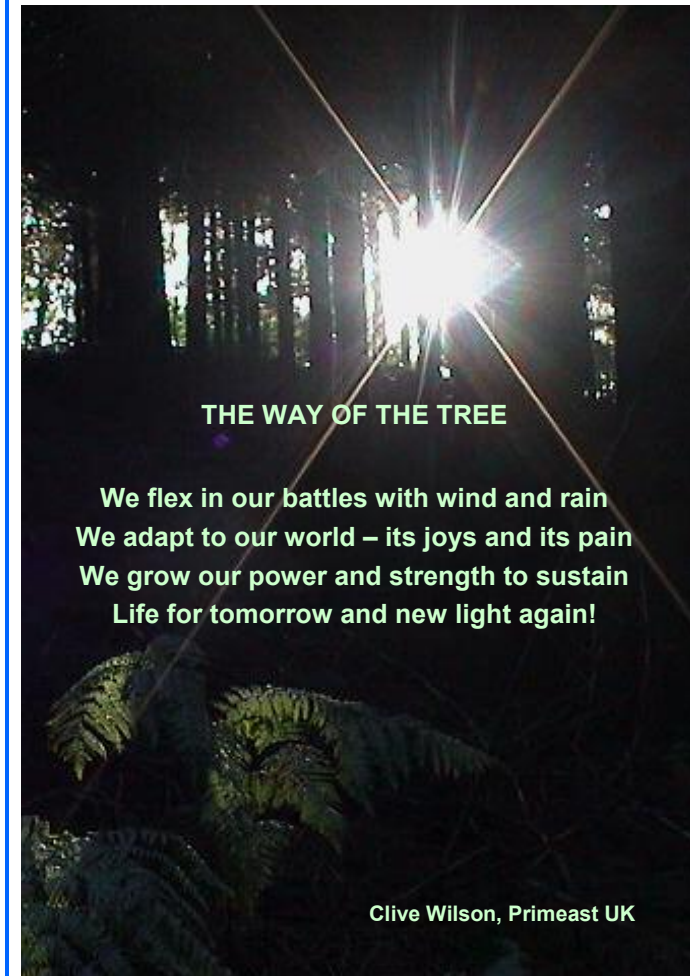
Our outer world is a reflection of our inner world. Fear and uncertainty trigger worry. People will focus on the negatives unless they are clearly shown the positives. Help them worry less and succeed more.

### *Physical Well-being*

Organisations need as part of their Risk Assessments to consider what will be the physical effects of Change on their people. Longer journey times and longer hours will have a commercial cost. Our bodies need to deal with and recover from the physical effects of stress or our immune system will be the first casualty. Organisations do have a duty of care.

### ***Complete a stress reduction survey to assess your stress management capacity***

Get a more detailed personal picture by completing a free and quick Stress Reduction Survey. Visit [www.primeast.com](http://www.primeast.com) and follow the Positive Vibes link on the home page. Just complete the registration process and the survey to receive your own personal and practical 18 page report showing your data in the 5 areas above compared to others who have taken part in the survey.



### THE WAY OF THE TREE

We flex in our battles with wind and rain  
We adapt to our world – its joys and its pain  
We grow our power and strength to sustain  
Life for tomorrow and new light again!

Clive Wilson, Primeast UK



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strategically located around the world  
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challenges*