Welcome

Executive Women’s Breakfast Series

Shift Happens: Dealing with the Impact of Economic and Business Pressures

June 11, 2009
inVentiv Health
Welcome

Julie Kampf
President, HBA Metro Chapter

President, JBK Associates, Inc.
Welcome

Julie Kelly
Vice President, Business Development
inVentiv Commercial Services

President-Elect, HBA Metro Chapter
Welcome

Judi Glova
Director, Executive Women Outreach (EWO)
President, Pinnacle Coaching & Consulting

Laurie J. Murphy
Chair, Executive Women’s Breakfast Series (EWB)
President, PeopleAreKey, Inc.
Process Flow

(8:10 - 8:30) Presentation

*Building healthy well-being and resiliency to cope effectively in challenging times*

(8:30 - 9:15) Small Group Discussions

(9:15 – 9:30) Group Summary & Closing
Discussion Facilitators

**HBA Metro Advisory Board Members:**
Paulette Kosmoski – Daiichi Sankyo, Inc.
Steve Morris – Advanstar Life Sciences

**EWO Committee Members:**
Betsy Raymond Stevenson – RaymondStevenson
Lisa Courtade – Merck
Maddie Hunter – Hunter Unlimited
Group Discussion Focus

Top 3 Strategies

Building healthy well-being and resiliency to cope effectively in challenging times (at work and at home)
Speaker

Maria Seddio, MA
President - CorpTalk, LLC

2009 President - New Jersey Association for Marriage and Family Therapy
Building healthy well-being and resiliency to cope effectively in challenging times

Maria Seddio, MA
June 11, 2009
Challenging Times

- Volatile, difficult economic market (globally)
- Increasing unemployment
- Decreased asset values (real estate, investments, etc.)
- Rising cost of living (inflation, tax increases, etc.) and debt levels
- Focus on cutting expenses (staff, resources, benefits, salaries/bonuses) creates adverse impact on staff -- “Do more with and for less”
- Financial pressures and uncertainty increase anxiety and stress-related issues (performance, health, and relationships)
- Pharma/healthcare industry changes/challenges

What will the future bring?
Bring on the Chocolate!
Stress vs. Anxiety

- Stress – situations/circumstances or thoughts that trigger a sense of pressure, difficulty, conflict, helplessness
- Anxiety – a state of apprehension or fear (anticipatory in nature; about what could happen)

Your response and vulnerability to stress (your level of anxiety, etc.) will depend on your perceptions/beliefs about both the situations you experience and your ability to handle/change the situations effectively.

Your perceptions/beliefs (based on personal assumptions) may or may not be accurate or valid – this can create additional stress and anxiety.
Symptomatic Reactions to Stress/Anxiety

- Worrying (sometimes obsessively)
- Nervousness/Restlessness
- Erratic moods, Irritability/Agitation, Feelings of panic
- Behavioral/Self-control issues (overreactions, outbursts, taking things out on others)
- Helplessness/Frustration/Anger
- Denial/Blaming
- Distraction, difficulty concentrating and remembering
- Impaired judgment and decision making ability
- De-motivation, apathy, loss of interest in daily life activities and self-care
- Withdrawal, isolation, avoidance of responsibilities

Vicious Cycle
Prolonged stress/anxiety with little mental ‘down time’ or renewal often leads to:
- Fatigue, exhaustion, and burnout
- Increased biochemical/hormonal imbalances (adrenal, thyroid, ovarian)
- Compromised immune and nervous systems and poorer overall mental/physical health -- Higher incidence of depression, chronic ailments (headaches, sleep disturbances, cognitive issues, G-I distress, high blood pressure, etc.), and major diseases
- Increased use/abuse of drugs, alcohol, and overeating to ‘numb the pain’
Impact at Work

- Declining focus, energy, commitment, performance/productivity
- People just go through the motions; try to ‘get by’ and survive
- People not as likely to express concerns; disinterested and/or fearful, don’t want to ‘rock the boat’
- Hunker-down mentality – little to no risk-taking or innovation (just when you need it the most!)
- Increasing competition for jobs, key projects, resources
- Anger and tension plays out in teams – collaboration suffers; harder to get things done (Can everyone please just get along?)
- Survivor guilt – feeling badly when others lose their jobs or are struggling
- Worry about the future – often the speculation about what might happen is worse than the subsequent ‘reality’
3 things you WON’T want to do

- Avoid dealing with what is ‘going on’ for employees
  - They need support and good leadership, more than ever
- Pass along the pressure
  - Implodes the system if everyone is already on ‘overload’
- Shut down conversation/dialogue
  - If you aren’t in it or aware of it, you can’t influence it
Leadership Imperative

Develop high-performing **AND** resilient individuals/teams (confident, capable, committed, and change-ready)

- Start with assessing/ensuring your **own** healthy well-being*, resiliency, positive outlook/behavior, ability to cope effectively -- so you can foster that among your employees
  (*Important Basics: Eat right, sleep, exercise, relaxation)
- Don’t push yourself or others too hard – take time to reflect on what’s working/not working; what needs to change; how to rejuvenate
- Communicate a meaningful future vision and identify ways to capitalize on opportunities for success; show people how they can contribute
- Provide the authority and resources your people need to succeed
- Demonstrate balanced realism – Be positive, but don’t deny or ‘sugarcoat’ difficulties; Acknowledge issues but don’t dwell too much on negatives
- Take time out to celebrate ‘wins’ and have fun with your team
Impact on Families

- Financial pressures/difficulties
- Changes in family roles and dynamics (household responsibilities, breadwinner status, etc.); some changes are involuntary, driven by necessity, and can be hard to adjust to
- Increase in differences/conflicts, behavioral and relationship issues
- Parents are overwhelmed – their nerves are raw (many managing kids and aging parents simultaneously)
- Kids may not understand magnitude of issues, but they know mom and dad are worried (so they worry, too)
- Older kids have abrupt intro into adulthood – going to college or to a ‘choice’ school may not be a given; getting jobs may be tough
- Grandparents’ autonomy may be threatened – can they still afford to take care of themselves?
Female Advantage

Women may have a distinct advantage to lead/manage effectively in these challenging times:

– Empathetic brain; socially wired
– Tend and befriend mechanism
– We have lots of practice, thousands of years of social conditioning for supporting others
4 Key Strategies for Leading in Challenging Times

1. Develop a big picture perspective
2. Get informed
3. Take action
4. Keep people talking
Develop a Big Picture Perspective

1. Remember – whatever is happening, it’s bigger than any one person
2. Things are interconnected and interdependent – pay attention to how they fit together
3. Learn about what is going on for others
4. Consider and find out how your behavior/actions are perceived by others, and encourage others to do the same for themselves
Get Informed

1. Educate yourself and others in recognizing and addressing signs of stress/anxiety, and how to prevent bigger issues

2. Learn about available resources/support – medical and psychological; how to access. Help to make resources available to employees (company’s benefits, EAP, etc.)

3. Explore new networking resources, relationships, affiliations that you can benefit from

4. Stay abreast of and share info re: industry trends and changes, and encourage your employees to do the same

5. Explore contingency plans for responding to ‘what ifs’ so you will be better prepared for whatever may happen
1. Behave in ways so you will be regarded as part of the solution, not as part of the problem
2. Focus on what can be done vs. what can’t – Create quick wins to build momentum (even smallest things count)
3. Engage people – Ask for their ideas and get them involved
4. Address issues early, before they become more problematic
5. Obtain relevant help for yourself and others when it is needed (professional and other resources)
6. Commit more time to your team/family – You need them and they need you more than ever
7. Emphasize and foster teambuilding and collaboration
8. Get your ‘financial house’ in order (at work and home)
9. Create a safe and supportive environment – Encourage people to engage in dialogue and express their thoughts, feelings, and needs
Keep People Talking

1. **Explore what could be different** – Take time for you and your team/family to talk about what is most important to each of you, what you would like to change (focus on alignment with your vision/mission/objectives, values, and philosophy)

2. **Be open and approachable** – Recognize that others may need encouragement to talk, share feelings/ideas, or ask for help

3. **Surface differences safely** – Promote healthy, constructive dialogue and opportunities to help people address and resolve conflicts/issues

4. **Listen with empathy and understanding** – Let people feel heard; you don’t necessarily have to solve things or agree with them
What goes into a healthy, productive conversation?

- Say – able to speak openly
- Think – able to share how you think
- Feel – understand and are willing to share how you feel

- When these all line up
  our experience feels real, authentic, congruent, in sync

- When they don’t line up
  our experience feels dissonant, unreal, disjointed, contradictory
Remember…

You can make a positive difference!

“Be the change you want to see in the world”

Mahatma Gandhi
Group Results Summary

Top 3 Strategies

Building healthy well-being and resiliency to cope effectively in challenging times (at work and at home)
Closing

- Evaluation Form
  Opt in to receive Event Discussion Summary via email (provide name/email on p.2)
- Non-members: Leave business card or ‘Data form’ at registration desk
- Thank you!
- Hope to see you at our next EWB...
Expanding EWB - Help Us Grow

Look for email soon re:
Sept/Oct EWB Event

Spread the Word -- Share the Experience

Share EWB brochures --
Encourage other ‘executive’ women to attend EWB events and to contact HBA to get added to EWB Series mailing list ( *Will need to create or update profile info online)

Register a free* Guest when you register for an event ( *Refer to EWB brochure for guest eligibility details)

Reduced event fee as benefit of HBA Membership