

How organizations eliminate the high costs of permanent stress.

AKTION
GEGEN
DAUER-
STRESS



With the help of their companies, many people have learned to manage their stress. But some have often not yet been reached: people in permanent stress. The stress that costs 30% performance and a lot of ability to solve problems together. And thus permanently a lot of money.

Understandably, organizations want to take care of these people. They discover the solution in cognitive behavioural coaching. Unfortunately, only 5% of coaches in Germany use this approach.

To close this supply gap, **Aktion gegen Dauerstress** provides cognitive behavioural coaches and trains them. And advises companies on how to recognise and eliminate permanent stress.

It is crucial that supervisors, HR staff or colleagues recognise permanent stress on the basis of the typical symptoms (see list on the right). This is because people in permanent stress can hardly recognise and change their situation from a purely neurological point of view. If permanent stress is recognised, a cognitive behavioural coaching programme can help immediately.

In addition, a simple traffic light system can be used. It takes into account the current and potential costs of permanent stress: salary costs, relevance to success, transfer risk as well as the costs of sudden departure due to burnout or departure due to resignation. Employees for whom the traffic light is red are helped by cognitive behavioural coaching; if the traffic light is yellow, a combination of workshops and coaching can be helpful. And green traffic lights invite awareness-raising as a preventive measure.

No matter which path you choose: Both contribute to eliminating the high costs of permanent stress.

It is typical for people in permanent stress that they..

...have many unread emails.

...often respond too late or not at all to e-mails.

...rush from appointment to appointment.

...often have several parallel appointments in their calendar.

...are difficult to reach for their teams.

...get bogged down.

...work too long and too much.

...regularly work weekends.

...are unfocused and make more mistakes.

...are more irritable.

...have a long to-do list.

...want to tick off many to-dos every day.

...eat more, drink more alcohol or smoke more.

...seem listless and tired.

...occasionally seem helpless.

...are restless.

...sleep badly.

...are often tense.

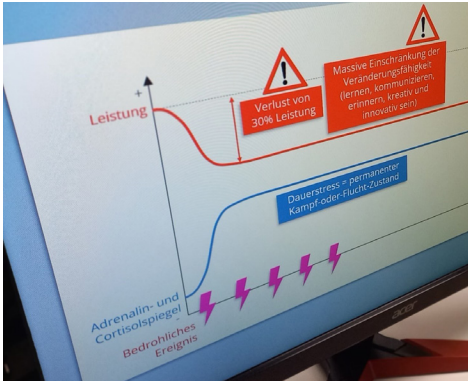
...are sick more often.

You can find more information on permanent stress and its elimination on our website.

There you can also easily make a non-binding appointment online!



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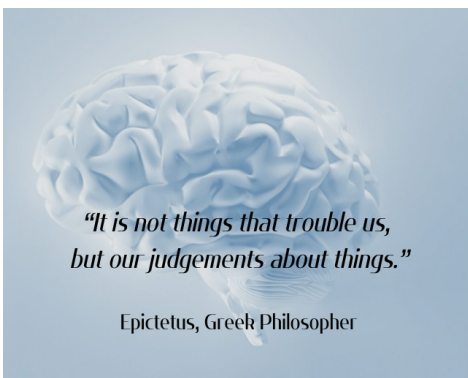
Why does stress cost 30% performance and the ability to solve problems together?

Thousands of years ago, nature learned to respond to challenging situations with fight or flight. In preparation, the stress reaction takes place: Adrenaline and cortisol are released, you sweat, your heart races and you breathe faster. These physical processes require 30% of our energy, leaving only 70% for work, for example. In addition, the brain switches to processing mode and reduces the ability to work together and solve problems. With occasional stress, these losses are made up for by working overtime in the stress-free time. This is no longer possible with permanent stress. The lack of performance has to be taken over by others and the permanent stress can be transferred to others.

How do you carry out a Permanent Stress Analysis?

Not every employee is affected by permanent stress. And the costs are not the same for everyone affected. A simple analysis can identify employees who are under permanent stress and allows offering interventions that are appropriate to their situation.

Permanent Stress Analysis				Suitable Intervention
Criterion	Measurement	Appraisal	Summary Appraisal	
Degree of permanent stress	Number of recognisable symptoms of long-term stress according to the symptom list	Many (red) Some (yellow) None (green)		
Direct costs of the loss of performance due to permanent stress	30% der Jahresvollkosten des Mitarbeitenden	High (red) Medium (yellow) Low (green)		
Indirect costs of the loss of performance due to permanent stress	Importance of the ability to solve problems with others for the success of the employee	High (red) Medium (yellow) Low (green)		
Transmission risk	Danger of permanent stress being transferred to other employees	High (red) Medium (yellow) Low (green)		
Costs in case of discontinuation due to burnout	Cost of sudden loss of know-how, relationships etc. and taking over by others in the team	High (red) Medium (yellow) Low (green)		
Costs in case of discontinuation due to termination	Costs due to the loss of know-how, relationships, etc., taking over by the team and the procurement of a replacement	High (red) Medium (yellow) Low (green)		



How does cognitive behavioural coaching against permanent stress work?

Stress arises when a situation is evaluated as challenging. This evaluation is made subconsciously based on the individual personality and experiences. If you change the evaluation, you eliminate the stress. This is what cognitive behavioural coaching does. It creates a confidential and protected space to explore the subconscious and to discover, test and refine new reactions. To avoid additional stress, the coaching sessions often take place in the off-peak hours of the day and virtually via Zoom. Regular 90-minute sessions every 14 days create a stable framework to change assessments practised over years in six months.