

# Personal Effectiveness

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- Managing Self
- Managing Stress

# SWOT TECHNIQUE

**SWOT Analysis is a simple but powerful framework for analyzing your company's Strengths and Weaknesses, and the Opportunities and Threats you face. This helps you to focus on your strengths, minimize threats, and take the greatest possible advantage of opportunities available to you.**



# WHAT IS STRESS?

**Stress** is an internal response to stimuli or pressures that challenge an organism's ability to adapt or cope, disrupting homeostasis (internal balance).

# Role of Perception in Stress

- The reaction to stress is a unique personal experience, triggered by our unique personal perception of the world.
- The perception factor is that mysterious variable that can often make “one man’s poison another man’s pleasure”.
- How we perceive life is so often determined by the way we perceive ourselves. Reality is not made for us, but by us.

# Managing Stress

- Become aware of your stressors and your emotional and physical reactions.
- Recognize what you can change.
- Reduce the intensity of your emotional reactions to stress.
- Learn to moderate your physical reactions to stress.
- Build your physical reserves.
- Maintain your emotional reserves.
- Learn to Respond, Not React



# What is Attitude?

- Attitude is the way you communicate your mood to others.
- Attitude is a Mind-set.
- Attitude is about perception.

## Employ the flip side technique

- The pivotal factor between being positive and negative is often a sense of humor. The “flip side technique” is when a “negative” enters your life you immediately flip the problem over and look for whatever humor may exist on the other side...



# Contact Information

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