

The role of anxiety in business success

Perhaps more than any other psychological factor, anxiety pervades the minds of business owners as they strive for success and sustainability. Worry and fear about the future are common responses, in uncertain economic times, in competitive and dynamic markets, and in consideration of the increasing pressures to embrace cutting edge technology and utilise social media. During these times, the anxiety experienced will affect individuals cognitively (in the mind) and somatically (in the body). When anxiety is not managed appropriately, business owners may become a liability to the extent they may put the viability of their businesses at risk.

So, if we accept that prevention is better than the cure, establishing on-going anxiety management principles are fundamental to maintaining positive mental health and being your best in your business endeavours. This management must address both key types of anxiety, being cognitive and somatic. The mind and body are an integrated system, and this is especially the case with anxiety, for example, our worrying thoughts (mind) activate our body (adrenal glands) while the physical symptoms we may experience (nausea, increased heart rate or sweating) may cause us to think we are sick or about to fail at a task. Meantime, cognitive anxiety distracts us from our best efforts or our ability to optimise our self care. while chronic somatic anxiety will lead to unhelpful health outcomes as our immune system is compromised and our body's homeostasis and harmonic routines are disrupted.

This article prepared by Peter Trask, a performance psychologist in private practice in Mooloolaba, QLD. To learn more or to set up a consultation, call Peter on 0400 177 671, email him at ptrask@gmt-psychology.com or visit his web-site at www.gmt-psychology.com.