Before You Stress Out Your Productivity

Being an online marketer and blogger means productivity it at the top of your list. You’re committed to creating content, marketing copy and various forms of content delivery for products and services. Not only is it a full-time job but it’s also stressful.

Productivity is stressful, but is it really? Click To Tweet

When Productivity is Stressful

The proactive approach is to find out what others have done to increase their productivity while keeping from being stressed out. What are their tips, their strategies, and their secrets?

There are two basic approaches. First, is to implement practical steps. Second, is to develop a mindset approach. If you have already been looking for ways to reduce your business-related stress, then you probably don’t need these reminders.

However, if you’re looking for the secrets, I found a few.

The Secrets to Not Stressing Out Your Productivity

There are four secrets to handling stress before it stresses out your productivity.

First, understand how stress affects productivity.

It’s normal to think of stress as a negative influence on productivity. Experience already confirms for you the uncomfortable agitation and anxiety of working under pressure. There’s no doubt, in your mind, that it affects your ability to be productive in meeting obligations, commitments or goals.

The secret is to catch stress anxiety before it turns into an immobilizing sensation. Instead, it’s about rethinking stress as energy producing productivity.

Stress research indicates that stress can be a good thing. The stress-producing hormone cortisol, when kept within reasonable limits, is a motivator and a means of meeting your challenges. Also, the anti-inflammatory hormone oxytocin increases and stimulates the brain to seek outside support to help you remain productive. Think about how much better you feel if you stop and talk with someone. They may be able to offer some insight or be a good listener.

Second, rather than trying to avoid stress, it’s better to anticipate and prepare for change before it stresses you out.

This little gem comes from Travis Bradberry, author of Emotional Intelligence 2.0. Bradberry, suggests setting time aside on a regular basis to list any possible changes that could occur.

> *“The purpose of this task is not to predict every change you’ll face. Rather, it will open your mind to change and sharpen your ability to spot and respond to impending changes. Even if the events on your lists never happen, the practice of anticipating and preparing for change will give you a greater sense of command over your future.”*

The online world has its fair share of stress in keeping up with new products and services. It seems that as you get comfortable with something it’s suddenly outdated. One way to stay on top is to pay attention to the chatter of the leaders

in your field. This reduces the stress of surprise and gives you a head's up as to what changes may be on the horizon.

Third, recognize that it's only stress.

When those familiar sensations come up, know that you're getting an energy surge that you can leverage for productivity. Rather than focus on how or what you can't do, redirect your attention to its possibilities.

Expert in positive psychology, Shawn Achor, recommends "… training your brain to recognize stress as a byproduct of your success, rather than something to dread." In this more positive framework, "… brains are able to expand, allowing for faster processing and increased productivity."

Fourth, decide what you are going to do about your stress.

At first, you might think about the how-to tips and tricks. Or, you've set new goals to get better organized, to manage your time more effectively and to definitely stop procrastinating. All good intentions, but not very productive when it comes to stress.

The final secret rests in your decision of how you are going to respond.

You have a choice to –

- still get side-tracked or focus on what is important.
- deal with what you can control and delegate what you can’t to others.
- let circumstances empower you or debilitate you.
- and, most important of all, you have a choice of perspective. It is going to be one of *anxiety* or one of *curiosity* as to what’s next?

Your choice. Which will it be?

Resources:

http://www.forbes.com/sites/travisbradberry/2015/05/26/how-successful-people-turn-stress-and-anxiety-into-top-performance/#5ca8a2aa60c8

http://www.inc.com/jayson-demers/10-easy-ways-to-become-more-productive-and-less-stressed.html

http://www.businessinsider.com/how-to-use-stress-to-increase-productivity-2014-6

https://medium.com/the-mission/how-to-transform-your-stress-into-insane-productivity-according-to-harvard-psychologists-28f95074ce21#.vuatlackb

http://www.degarmo.com/the-effects-of-stress-on-productivity

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