

## STRESS 101

# Sometimes it's good for you. Really.

### Stress is natural. Managing it well is not.

Stress is what your brain creates to keep you safe from danger. In every waking and even sleeping moment, your brain is asking:

- Is it too cold?
- Is my foot asleep?
- Is my partner mad at me?
- Is that car getting too close?

Problem is, stress can build up so much that it feels like its own danger. What to do?!

### Break the stress cycle with Pivot

Stress shows up in different ways across your organization: a mix of healthy and unhealthy coping mechanisms, and vastly different levels of resilience among workers. Given the rise in healthcare costs and burnout rates, offer Pivot to help individuals and teams rewire their stress responses.

- + **Pivot Breathe:** Help people quit tobacco, for good. Reverse the #1 reason to smoke: to manage stress.
- + **Pivot Flex:** Help people manage stress, reduce the risk of burnout, break bad habits and build resilience.

**Pivot, combining science, technology and compassion to improve health, one human at a time.**

Learn more at [pivot.co](https://pivot.co)  
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PIVOT®

## One's ability to respond to stress



### Demands

Events that your brain registers — from stubbing a toe to losing a loved one.



### Perception

How your body uniquely processes the "demand," based on your genetics, past relationships, etc...



### Capacity

one's ability to handle demands.  
Can you rise to it or does it overwhelm you?