HOW TO STAY CALM AND PERFORM UNDER PRESSURE

By Andreas von der Heydt
In today's fast changing and complex business world, you can be easily overwhelmed (like when you miss your sales target or not sign a crucial contract).

In these stressful, high pressure and extremely demanding situations, a manager must first keep calm, avoid chaos and stabilize the situation.

To face these situations, I want to share with you

**TWO FORMULAS**

which help me stay calm and focused during critical times and crisis.

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THE START FORMULA

THE SWITCH FORMULA
THE START FORMULA

It is a preventive concept, through which you significantly reduce the risk to be dragged into situations where you might lose your temper and head.
Make your point and explain your strategy and action plan. Don't allow others pushing you around. Don't be afraid to say no.
TRUST

Trust in yourself and others.
ACTION

Action your strategy and plans. Push back if needed. Eliminate all possible distractions like unnecessary meetings, phone calls, etc.
RESPOND

Be responsive and responsible. Keep your line managers, peers, and all other stakeholders always informed and regularly ask for their opinions. If you need help, be brave enough to ask for it.
Don’t take yourself and your tasks too seriously. We are all replaceable. Don’t give in to stress or anxiety – no matter how far behind you are or how badly you’ve messed up. Relax.
THE SWITCH FORMULA

Once you find yourself in a situation where you are about to lose your head you better exercise this method to stay on course and to keep your cool.
STOP

Stop running and chasing your tail. Sit down. No further movements.
WAIT

Make sure you allocate yourself as much downtime as necessary.
INHALE

Inhale and breathe. It clears your head. It'll balance the analytical processes of the mind with your emotions and gut.
Think

Contemplate about the situation you're in. Try to understand the root causes and interdependencies. Important: Always allow more time than you think you’ll need.
Calculate and plan. Set yourself and your team clear goals. Break them down into monthly, weekly, and daily milestone targets. They should be specific, measurable, actionable, realistic, and time-bound (SMART). Leave a sufficiently big buffer between every task.
HEAD ON & PROCEED

Once you are clear about your objectives and your action plan, and only then, move on and execute.
How To Stay Calm And Perform Under Pressure

Apply the following 2 powerful Formulas:

**START Formula**
- Stand Up
- Trust
- Respond

**SWITCH Formula**
- Inhale
- Calculate
- Head On & Proceed
- Wait
- Think
- Take It Easy
- Stop
- Action

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