

Flourish & Thrive: A Resource Guide on Evidence-Based Mental Health for Women in Business



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WELCOME

Welcome to this transformative guide designed explicitly for you—the ambitious, resilient woman in business. Your journey is one of courage and challenge, and it's crucial that your emotional and mental well-being isn't left behind in your quest for success. This resource isn't just a guide; it's a lifeline. Curated with utmost care, it provides you with invaluable insights into evidence-based mental health approaches tailored to your unique needs.

Your mental health is the bedrock upon which you build your dreams and the wellspring from which you draw your strength. So, consider this not just a manual, but an invitation. An invitation to flourish, to tap into unparalleled resilience, and to elevate your well-being as you continue to redefine the world of business.

Embark on this transformative journey with me. Unlock your freedom to flourish and rise to fulfill your life's purpose like never before.



Why Mental Health Matters for Women in Business

In the high-stakes world of business, women face a unique set of challenges compounded by societal expectations and multi-faceted roles. These stressors aren't just obstacles; they're mental health risks that can impact overall well-being and, consequently, professional success. Prioritizing mental health isn't a luxury; it's a necessity for sustained achievement and resilience.

Stress Management:

Navigating the complexities of business requires a sound mind. Poor stress management doesn't just affect you; it permeates your business, affecting employee morale and decision-making.

Work-Life Balance:

Achieving a work-life balance isn't just good for you; it's beneficial for your business. Burnout can lead to decreased productivity and increased turnover, creating a ripple effect that hurts your bottom line.

Leadership and Decision-Making:

Mental well-being influences your capacity for effective leadership and sound decision-making. A stable emotional state can significantly enhance your ability to lead with conviction and make decisions that propel your business forward.

By actively focusing on mental health, you're not just preserving your well-being; you're setting the stage for long-term business success.



Treatment Approaches: Cognitive Behavioral Therapy (CBT)

Cognitive Behavioral Therapy (CBT) is a well-established, evidence-based therapy that targets thought patterns and behaviors to improve emotional well-being.

According to multiple studies, CBT is highly effective for treating a variety of mental health issues including anxiety, depression, and stress, often within a relatively short period of time.

Application for Women in Business:

For women in business, CBT can be invaluable. It helps in reframing negative thought patterns that can lead to procrastination or self-doubt. By focusing on actionable solutions, CBT provides the tools for effective stress management, decision-making, and conflict resolution, all key for maintaining a successful business.

How to Get Started:

- 1. Consult a qualified therapist familiar with CBT methods and your specific business-related stressors.**
- 2. Undertake an initial assessment to identify key areas for intervention.**
- 3. Engage in regular sessions, either in-person or virtually, to develop and refine coping strategies.**

By adopting CBT, you're not merely treating symptoms; you're equipping yourself with life skills essential for entrepreneurial success. Explore this approach to empower your mental health toolkit and strengthen your business acumen.



Treatment Approaches: Eye Movement Desensitization and Reprocessing (EMDR)

Eye Movement Desensitization and Reprocessing (EMDR) is an evidence-based psychotherapy designed to help people process traumatic memories and reduce psychological distress.

Studies indicate that EMDR is effective in treating PTSD, anxiety, and depression. About 77-90% of single-trauma victims no longer experience post-traumatic stress disorder after just 3-5 EMDR sessions, according to the EMDR Institute.

Application for Women in Business:

For women entrepreneurs facing high-stress environments, past traumas can resurface, affecting decision-making and leadership abilities. EMDR can help in processing these traumas, leading to improved emotional regulation, increased focus, and better business outcomes.

How to Get Started:

- 1. Find a fully trained EMDR therapist who understands the unique challenges faced by women in business.**
- 2. Complete an initial evaluation to identify specific traumatic memories or triggers affecting your professional life.**
- 3. Commit to a series of treatment sessions, which can often be conducted online, to work through these issues.**

EMDR can serve as a powerful tool in your mental health arsenal, potentially transforming how you handle stress and challenges in your business.



Treatment Approaches: Brainspotting

Brainspotting is a targeted therapy for processing emotional and bodily tension stored in the brain. Preliminary research supports its use for treating trauma and anxiety.

Application for Women in Business:

It helps women leaders manage stress and trauma, improving decision-making and resilience.

How to Get Started:

- 1. Locate a certified Brainspotting therapist familiar with business-related stressors for women.**
- 2. Schedule an initial consultation to identify your needs.**
- 3. Commit to regular sessions, possibly combining Brainspotting with other treatments for comprehensive care.**

This therapy provides a focused approach to managing emotional hurdles, enhancing your effectiveness as a business leader.



Treatment Approaches: Flash Technique Therapy

Flash Technique Therapy is a relatively new intervention aimed at reducing the emotional impact of disturbing memories, often within minutes. Developed by Dr. Philip Manfield and Lewis Engel, this technique involves quick mental “flashes” of the traumatic memory without delving into the full emotional experience, thereby minimizing distress.

As a newer method, rigorous empirical studies on Flash Technique are limited. However, initial case studies and clinical observations indicate that it can be effective for rapid symptom relief of trauma and anxiety. Clients often report significant reductions in distress after just one session, although more research is needed for conclusive evidence.

Application for Women in Business:

For businesswomen juggling countless responsibilities, the fast-acting nature of Flash Technique can be a valuable resource. It offers quick relief from emotional hindrances like stress or anxiety, which can otherwise compromise decision-making and leadership abilities.

How to Get Started:

- 1. Seek out a therapist specifically trained in Flash Technique Therapy, ensuring they have an understanding of the business context and unique challenges you face.**
- 2. Schedule an initial assessment to identify the emotional or traumatic issues affecting your work.**
- 3. Engage in brief therapy sessions, which can often be incorporated into your schedule without major disruptions, to alleviate emotional roadblocks.**



Case Studies

Case Study 1: The Executive and Brainspotting

Background: An executive experienced imposter syndrome, affecting her board meeting performance.

Therapeutic Approach: She opted for Brainspotting therapy to address her anxiety and self-doubt.

Outcome: After therapy, she led meetings with improved confidence and received a positive performance review.

Case Study 2: The Small Business Owner and EMDR

Background: A retailer found scaling her business hard due to past financial trauma.

Therapeutic Approach: She underwent Eye Movement Desensitization and Reprocessing (EMDR).

Outcome: Post-therapy, she secured loans and partnerships, leading to business growth.

Case Study 3: The Freelancer and Flash Technique Therapy

Background: A freelance designer had client-interaction anxiety, limiting her networking abilities.

Therapeutic Approach: She chose Flash Technique Therapy for rapid symptom relief.

Outcome: Reduced anxiety led to effective networking and a 25% income increase in months.



Frequently Asked Questions (FAQs)

Q1: What is CBT and its benefits for women in business? CBT targets negative thoughts and behaviors. It helps manage stress and decision-making, improving performance and well-being.

Q2: How effective is EMDR for trauma? EMDR is proven effective in treating trauma, with about 70-80% of individuals showing improvement. Useful for businesswomen impacted by past trauma.

Q3: Is Brainspotting suitable for high-stress roles? Yes, Brainspotting targets emotional and physiological issues, ideal for women in stressful professions.

Q4: How does Flash Technique Therapy differ? This newer method rapidly reduces distress, making it ideal for busy professionals.

Q5: How do I find a therapist skilled in intersectionality? .

When choosing a therapist, it's crucial to inquire about their competence and comfort level in discussing intersectional identities. Many therapists today are trained to address the nuances of faith, race, gender, and sexuality. Websites, referrals, and initial consultations can provide this information.

Thank you

Thank you for downloading "Flourish & Thrive: A Resource Guide On Evidence-Based Mental Health for Women in Business." This guide has been crafted to provide you with key insights into various evidence-based treatment modalities, their effectiveness, and their specific relevance to the challenges faced by women in business. My aim has been to offer a comprehensive tool to empower your journey toward greater emotional, mental, and relational well-being.

For personalized guidance and additional information, contact me

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