

STRESS MANAGEMENT RESEARCH & TRENDS REPORT



212° CAREERS

Leadership and Career Coaching

One Degree Better



SPECIAL REPORT

A 212-Careers Special Report

Stress Management Research & Trend Report

What Is Stress and What Does It Cause?

At no other time has stress management and mental health been so important. With a plethora of external factors beyond our individual control and “always being connected” with technology, high stress levels have taken a foothold on many of us.

What is stress? The World Health Organization outlines “Stress can be defined as any type of change that causes physical, emotional or psychological strain. Stress is your body's response to anything that requires attention or action. Everyone experiences stress to some degree. The way you respond to stress, however, make a big difference to your overall well-being” (World Health Organization, 2021).

Being unable to properly manage stress can result in a dramatic negative impact on both physical and mental health. The Red Cross states the physical health effects of stress as, “can cause increased blood pressure and a higher risk of heart disease, gastrointestinal problems (diarrhea, heartburn, stomach ulcers, etc.), headaches, and back or neck pain. It can also lead to unhealthy behaviours and addictions” (Canadian Red Cross, 2020). For mental health, they state “Stress has a psychological impact that can manifest as irritability or aggression, a feeling of loss of control, insomnia, fatigue or exhaustion, sadness or tears, concentration or memory problems, or more. Continued stress can lead to other problems, such as depression, anxiety or burnout” (Canadian Red Cross, 2020).

Trends With Stress

According to the American Psychological Association, “About half of U.S. adults say that the uncertainty of the pandemic has made planning for their future feel impossible, according to APA’s 2021 Stress in America survey, while nearly a third say their stress levels are so high that they sometimes struggle with even basic decisions, such as what to wear or what to eat. On top of pandemic-related stress, the vast majority of U.S. adults are reporting new stress related to the war in Ukraine, including worries about inflation and global uncertainty” (American Psychological Association, 2022).

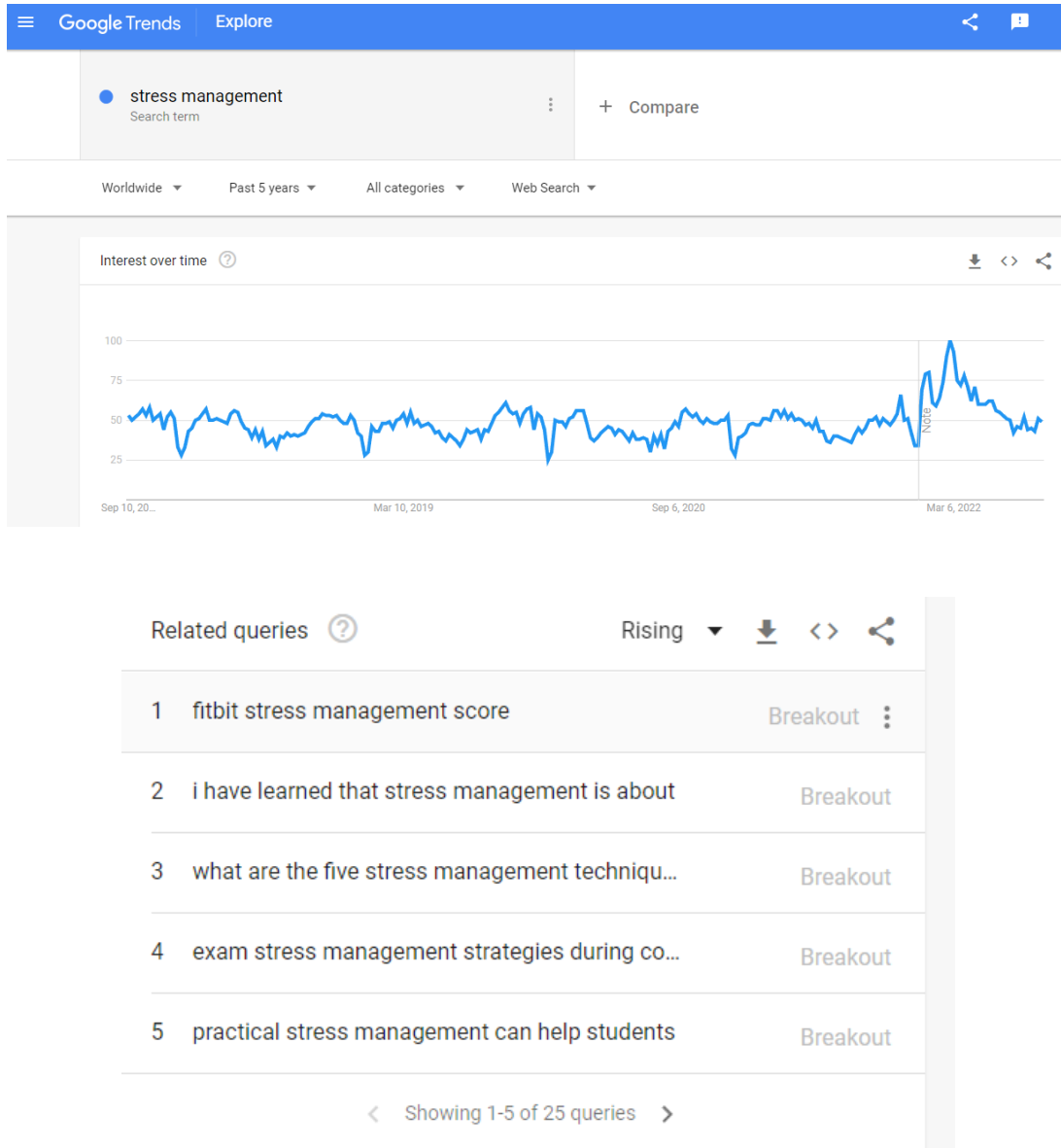
The Canadian HRReporter found that “Nearly half of Canadians (48 per cent) are more stressed to start 2022 than they were during the first lockdowns in 2020” (Canadian HRReporter, 2022). Furthermore, CTV News published that a LifeWorks report found that “49 per cent of working Canadians say they have noticed their colleagues are more sensitive to stress, with 46 per cent indicating the same for themselves” (CTV News, 2022).

Using Google Trends, we uncovered that the search term “stress management” had its peak search popularity value from February 27th – March 5th, 2022, based upon 5-year historical reporting and a worldwide search perspective.

The top 5 related queries were:

1. Fitbit stress management score
2. I have learned that stress management is about
3. what are the five stress management techniques?
4. exam stress management strategies during covid-19 essay
5. practical stress management can help students

<https://trends.google.com/trends/explore?date=today%205-y&q=stress%20management>



Resources For Managing Stress

With such a high percentage of people identifying that their stress levels are too high, many of them are seeking out various resources to better manage their stress levels, which include:

- **Assessment** – A recommended foundation for addressing stress effectively can start with addressing several aspects including:
 - **Strengths:** Awareness of “strengths” can be a power tool in understanding the stress a person is facing – and in identifying how using one’s strengths can be part of alleviating stress. The CliftonStrengths assessment (Gallup.com) has been completed by over 30 million people worldwide.
 - **Preferences** (Style – Personality): Many assessments of personality include references to how the aspects measured relate to experiencing and managing stress. The popular MBTI (Myers-Briggs) offers a specialized Stress Management Report that looks, in detail, on how a person’s “TYPE” likely reacts to high stress situations and how their “TYPE” can be leveraged to manage stress.
 - **Emotional Intelligence:** Emotional Intelligence measures of Self-Recognition, Self-Management, Social Recognition, and Social Management, often with a 360° component can serve as a highly valuable component in heightening awareness of stress, the source of stressors, and “emotionally intelligent” responses to stress.
 - **Burnout Inventory:** Specialized assessment on the extreme factor of stress, “burnout,” have appeared because of the increased levels of burnout being reported before, because of, and after the COVID-19 pandemic. A complimentary Burnout Inventory is available at: <https://app.assessmentgenerator.com/assessment/10446>
- **Coaching** – The value of an executive, leadership, career, or personal coach is another proven factor in addressing stress. Among many values of coaching, two stand out. First, by providing personal support for an individual – often helped by assessments just noted – a coach provides customized solutions based on a full understanding of a person’s situation. This can often include the value of a “reality check,” including both positive and negative information. Second, a coach can offer insights into the “best” or “recommended” solutions from the large volume of alternatives (with many of these examples noted below). The value of coaching can be explored further in the following presentation: <http://www.212-careers.com/wp-content/uploads/2022/09/HowCoach/story.html> Additional information on coaching alternatives: <https://www.212-careers.com/coaching/>
- **Meditation** - Given that lockdowns and social distancing were in place in most of the Western World, many people were unable to regularly attend “in-person” yoga or other meditative classes. Instead, they sought after “virtual” options. As a result, there was a dramatic increase in the popularity and subscriber count of YouTube channels dedicated to meditation and mindfulness.

Popular Meditation and Mindfulness YouTube channels include:

- Jason Stephenson with 2.77 million subscribers (<https://www.youtube.com/c/JasonStephensonSleepMeditationMusic>)

- Soothing Relaxation with 9.76 million subscribers
(<https://www.youtube.com/c/SoothingRelaxation/videos>)
- Michael Sealey with 1.67 million subscribers
(<https://www.youtube.com/c/MichaelSealey>)
- **Wim Hof Method** - The “Iceman” as he’s known as, has been around for many years, however his popularity has exploded since 2020 due to the effectiveness of his “Wim Hof Method” which encompasses “breathing”, “cold therapy” and “commitment”. Benefits of his method include: Increased energy, Better sleep, Reduced stress levels, Heightened focus & determination, Increased willpower and Stronger immune system” (Hof, 2022). Wim has his own YouTube channel dedicated to training videos and testimonials,
<https://www.youtube.com/user/wimhof1/about>.
- **EAP (Employee Assistance Program)** – Many employers understand the importance of keeping their employees healthy in order to maintain workplace productivity and a stable workforce. This includes mental health, which has been neglected for some time. To best assist employees’ mental health, companies have partnered with Employee Assistance Program providers to deliver these services, which typically address employee Health and Safety Concerns (stress, depression, anxiety, substance abuse, concern about another person’s substance abuse, gambling or other addictions, domestic abuse, grief and loss, crisis and trauma), Financial and Legal Topics, Work-Related Issues, Relationship and Family Matters (LifeWorks, 2022).

Popular YouTube Channels That Address Stress Management

- TED, with 21.8 million subscribers
<https://www.youtube.com/c/TED>
- TEDx Talks, with 36.2 million subscribers
<https://www.youtube.com/user/TEDxTalks>
- Sandeep Maheshwari, with 24.7 million subscribers
<https://www.youtube.com/c/SandeepSeminars>
- Sadhguru, with 10.4 million subscribers
<https://www.youtube.com/c/sadhguru>
- Therapy in a Nutshell, with 1.05 million subscribers,
<https://www.youtube.com/c/TherapyinaNutshell>
- Practical Psychology, with 2.11 million subscribers
<https://www.youtube.com/c/PracticalPsychologyTips>
- Psych2Go, with 9.82 million subscribers
<https://www.youtube.com/c/Psych2go>
- Watchwellcast, with 979K subscribers
<https://www.youtube.com/user/watchwellcast>
- Lavendaire, with 1.8 million subscribers
<https://www.youtube.com/c/Lavendaire>
- AskDoctorJo, with 1.77 million subscribers
<https://www.youtube.com/c/AskDoctorJo>

- ChetChat, with 3.38 million subscribers
<https://www.youtube.com/c/ChetChat101>
- Med School Insiders, with 1.5 million subscribers
<https://www.youtube.com/c/MedSchoolInsiders>
- Skillopedia - Skills for the real world, with 855K subscribers
<https://www.youtube.com/c/skillopedia>
- Johns Hopkins Rheumatology, with 60.2K subscribers
<https://www.youtube.com/c/JohnsHopkinsRheumatology>
- Mayo Clinic, with 903K subscribers
<https://www.youtube.com/c/MayoClinic>
- Cleveland Clinic, with 373K subscribers
<https://www.youtube.com/c/clevelandclinic>

Popular Podcasts That Address Stress Management

- Headspace, <https://shows.acast.com/headspace>
- Andrew Huberman, <https://www.youtube.com/c/AndrewHubermanLab>
- Jocko Podcast, <https://www.youtube.com/c/JockoPodcastOfficial>
- Rich Roll, <https://www.youtube.com/c/Richroll>
- Dr. Caroline Leaf, <https://www.youtube.com/c/DrCarolineLeaf>
- Being Well, <https://www.rickhanson.net/being-well-podcast/>
- American Psychological Association - Speaking of Psychology, <https://www.apa.org/news/podcasts/speaking-of-psychology>
- Lewis Howes, <https://www.youtube.com/c/lewishowes>
- Jim Kwik, <https://www.youtube.com/c/JimKwik>
- Tim Ferriss, <https://www.youtube.com/c/timferriss>

Popular Books That Address Stress Management

- Mindfulness for Stress Management: 50 Ways to Improve Your Mood and Cultivate Calmness, <https://www.amazon.com/Mindfulness-Stress-Management-Cultivate-Calmness-ebook/dp/B07V6HFP9S>
- Getting Things Done: The Art of Stress-Free Productivity, https://www.amazon.com/Getting-Things-Done-Stress-Free-Productivity-dp-0143126563/dp/0143126563/ref=dp_ob_title_bk
- When the Body Says No: The Cost of Hidden Stress, <https://www.amazon.com/When-Body-Says-No-Hidden/dp/0676973124>
- Stop Overthinking: 23 Techniques to Relieve Stress, Stop Negative Spirals, Declutter Your Mind, and Focus on the Present, <https://www.amazon.com/Stop-Overthinking-Techniques-Declutter-Emotional-ebook/dp/B08XPQL61B>
- The Science of Mind Management, <https://www.amazon.com/Science-Mind-Management-Swami-Mukundananda/dp/9389648440>
- With Winning in Mind: The Mental Management System, <https://www.amazon.com/Winning-Mind-Lanny-R-Bassham/dp/0709093780>

- Eliminate Negative Thinking: How to Overcome Negativity, Control Your Thoughts, And Stop Overthinking. Shift Your Focus into Positive Thinking, Self-Acceptance, And Radical Self Love, <https://www.amazon.com/Eliminate-Negative-Thinking-Overthinking-Self-Acceptance/dp/1647800846>
- The Chimp Paradox: The Mind Management Program to Help You Achieve Success, Confidence, and Happiness, <https://www.amazon.com/Chimp-Paradox-Management-Program-Confidence/dp/039916359X>
- Burnout: The Secret to Unlocking the Stress Cycle, <https://www.amazon.com/Burnout-Secret-Unlocking-Stress-Cycle/dp/198481706X>
- Calm the F*ck Down: How to Control What You Can and Accept What You Can't So You Can Stop Freaking Out and Get On With Your Life, <https://www.amazon.com/Calm-Down-Control-Accept-Freaking/dp/031652915X>
- Stress Management and Prevention: Applications to Daily Life, <https://www.amazon.com/Stress-Management-Prevention-Applications-Daily/dp/113890628X>
- Little Book of Mindfulness: 10 minutes a day to less stress, more peace, <https://www.amazon.com/Little-Book-Mindfulness-minutes-stress/dp/1856753530>
- No Worries: A Guided Journal to Help You Calm Anxiety, Relieve Stress, and Practice Positive Thinking Each Day, <https://www.amazon.com/No-Worries-Practice-Positive-Thinking/dp/1952676002>
- Calm Your Thoughts: Stop Overthinking, Stop Stressing, Stop Spiraling, and Start Living, <https://www.amazon.com/Calm-Your-Thoughts-Overthinking-Stressing/dp/B09875RJK9>
- The Stress Management Workbook: De-stress in 10 Minutes or Less, <https://www.amazon.com/Stress-Management-Workbook-stress-Minutes-ebook/dp/B07D6Y9FWW>
- Personal Energy Management: Discover Powerful Ways to Effectively Manage Stress, Improve your Health, Boost your Energy Levels and Live a Fulfilled Life, <https://www.amazon.com/Personal-Energy-Management-Effectively-Fulfilled-ebook/dp/B07BDLZWSL>
- Overthinking Is Not the Solution: 25 Ways to Reduce Stress, Eliminate Negative Thinking, Develop Mental Clarity and Master Your Emotions to Live on Purpose, <https://www.amazon.com/Overthinking-Not-Solution-Eliminate-Victorious/dp/B09VWSKDRL>
- The Relaxation and Stress Reduction Workbook, https://www.amazon.com/Relaxation-Stress-Reduction-Workbook-dp-1684033349/dp/1684033349/ref=dp_ob_title_bk

References

- American Psychological Association. (2022, June 1). Retrieved from <https://www.apa.org/monitor/2022/06/news-pandemic-stress-decision-making>
- Canadian HRReporter. (2022, 01 11). Retrieved from <https://www.hrreporter.com/focus-areas/wellness-mental-health/stress-levels-higher-today-than-start-of-pandemic/363065>
- Canadian Red Cross. (2020, 10 2). Retrieved from <https://www.redcross.ca/blog/2020/10/the-impact-of-stress-on-your-mental-health>
- CTV News. (2022, May 19). Retrieved from <https://www.ctvnews.ca/lifestyle/canadians-are-more-sensitive-to-stress-than-before-the-pandemic-report-1.5910547>
- Hof, W. (2022). Retrieved from <https://www.wimhofmethod.com/practice-the-method>
- LifeWorks. (2022). Retrieved from <https://wellbeing.lifeworks.com/solution/employee-assistance-program-eap/>
- World Health Organization. (2021, October 12). Retrieved from <https://www.who.int/news-room/questions-and-answers/item/stress>

For more information on stress, burnout, and related topics, email info@212-careers.com

