



**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**Feeling Like You Are About to Crack Under the Pressure at Work? You're Not Alone.
New study reveals most of us are leaving our jobs because we are stressed.**

October 17, 2011, Toronto, Ontario –Employers appear to be missing the boat in their assumptions about what drives valued talent to seek opportunities elsewhere, judging from new research by consulting firm Towers Watson. Human resources professionals reported the reason for the employees departure was due to lack of career opportunities; whereas, the employees themselves reported their reason for exiting was most often due to stress. Potential Unlimited warns corporations that they must start working on plans now to address stress levels or else they will continue to pay the price in lost talent and absenteeism.

“I work with companies around the world in the areas of leadership development and corporate wellness. Regardless of what country I am in, stress is one of the greatest factors effecting productivity,” said Carey-Ann Oestreicher, Chief Engagement Officer Potential Unlimited. “This new study released from Towers Watson confirms what most of us already know. We are stressed – big time! But, it is time we seriously start to do something about it or else we’ll all pay the price.”

The Towers Watson study looked at human-resources professionals at 316 North American organizations who identified opportunities for promotion as the top reason that high performers would leave. In a separate study of more than 10,000 employees, work-related stress was cited as the chief factor. Getting promoted was the second item on their list, but work stress didn’t crack the top five on the HR pros’ list.

Potential Unlimited’s Top Tips to Help Individuals Reduce Stress:

1. Think outside of the box. Potential Unlimited has seen a rise in the number of corporate clients it works with who are utilizing its meditation offerings to help reduce stress and enhance creativity.
2. Be true to yourself. Trying to be somebody you are not will create more stress in your life.
3. It’s okay to take risks and make mistakes. Don’t sweat the small stuff.
4. Get in shape to go the distance. Exercise is a great way to manage stress levels.
5. Work with a coach and mentor. There is no regulated training for coaches, but Potential Unlimited coaches have all completed the Coaches Training Institute program. Before hiring a coach, research his/her qualifications.
6. Don’t try to be all things to all people. We know this doesn’t work in business so why do we try do this in our own lives? The reality is that work-life balance is about deciding on priorities and delegating or outsourcing the rest.

Potential Unlimited is a life and career development firm that works with individuals and companies around the world to help them reach their full potential. This organization offers a variety of services such as executive, life and career coaching as well as training, strategic consulting services and retreats at world-class destinations in the areas of work-life balance and strategic focus. For more information, visit www.potentialunlimited.ca. Carey-Ann Oestreicher, Chief Engagement Officer and Owner of Potential Unlimited holds a MBA and has completed her coaches training through the Coaches Training Institute with a certification in coaching executives from York University. Oestreicher has been nominated as one of Canada’s Most Powerful 100 Women, and has held a variety of senior positions including vice-president level and she has worked in industries such as: financial services, automotive and transportation, publishing, cosmetics and fashion.