



# Work Life Balance



Misa Kozinova Coaching



# Misa Kozinova, MBA

Leadership roles since 2000  
Leadership Coach since 2009  
Thousands of hours and  
hundreds of clients coached  
Startups, Scale-ups, Corporates  
From over 30 countries  
Leadership Background  
Psychotherapy Training  
Master Trainer of  
Neurolinguistic Programming





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You can't have it all



# What is more important and why?

Are you EFFECTIVE?

Are you EFFICIENT?

What is the difference between EFFECTIVENESS and EFFICIENCY?

\What is more important?

# What is more important and why?

Effectiveness

do the right things

Efficiency

do the things right

**What is more important?**

Whenever you say YES to something,

You are saying NO to something else



# Say YES to your sleep

A single night of 4 hours of sleep can reduce Natural Killer Cell activity by up to 70%.

Sleep deprivation reduces the production of cytokines and increases inflammation markers (CRP).



Say NO  
to ~~PROCRASTINATION~~



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# Get high on Dopamine

Brain loves accomplishment and closure.

Make your bed.

Start with gratitude.

Set the intention for your day. Today I wanna be ...

Get dependencies off your way.



# One Big Thing

Pick one thing, that if completed or progressed, will mean your day was productive.

Everything else you do is an extra.

# Laziness is S.T.R.E.S.S. - lessons from ADHD

**S**teps - Your first/next step is too big or too advanced for your current abilities

**T**hinking - You run negative thoughts through your mind

**R**esearch - More data needed

**E**motions - Blockage from earlier life is connected to your activity

**S**ensory issues - Some part of the task may overstimulate or understimulate your senses

**S**elf-care - You're low in something essential that the brain or body needs to function, such as sleep, healthy/regular food, rest, play, socialization, etc.



Commit to just five minutes.

If you feel like it, you will continue.

If you don't feel like moving on in 5 minutes, it's ok.

Mental hack to get you started.  
You can't wait to get motivation.  
Motivation grows from doing.

# Pareto rule

## The 80/20 principle

What 20% of the tasks will contribute 80% of the results?

Solving which 20% of the barriers will unlock 80% of the progress?



# The Three Major Psychological Stressors



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# Stress - a Good Thing Gone Wrong

Fight

Flight

Freeze - play dead

Constant stress -> Cortisol and adrenaline  
poisoning

# Why do we keep stressing out?

Your brain's top priority is always keeping you **safe and alive**  
— not happy and calm.

Our brain evolved millions of years ago when the world was not a very safe place.



Powerlessness

Unpredictability

Loss, Fear of Loss



# What is anxiety?

Oxford Dictionary

a feeling of worry, nervousness, or unease about something with an uncertain outcome

Notice: it's a feeling about something in the future

-> we feel bad now for something that didn't happen yet

# What is anxiety?

Oxford Dictionary

strong desire or concern to do something or for something to happen.

Notice: same word to describe desire or concern

-> physical symptoms are if not the same than in the very neighbourhood:

- increased heart rate, faster breath, butterflies in the stomach
- thought focus on a future uncertain outcome
- anxiety/excitement

# Anxious experience

Nervousness

Disturbing thoughts

Discouraging and negative self-talk

You can't get out of your head

Constant stress and worry

Difficulty to concentrate

Constant inner chatter

Heightened alertness

Brain fog

Sweating

Blurry vision

Heaviness on chest

Pounding heart

All sorts of physical symptoms: tight neck, buzzing head, weird auditory experience, pain in jaw and teeth, ...

# Anxious experience

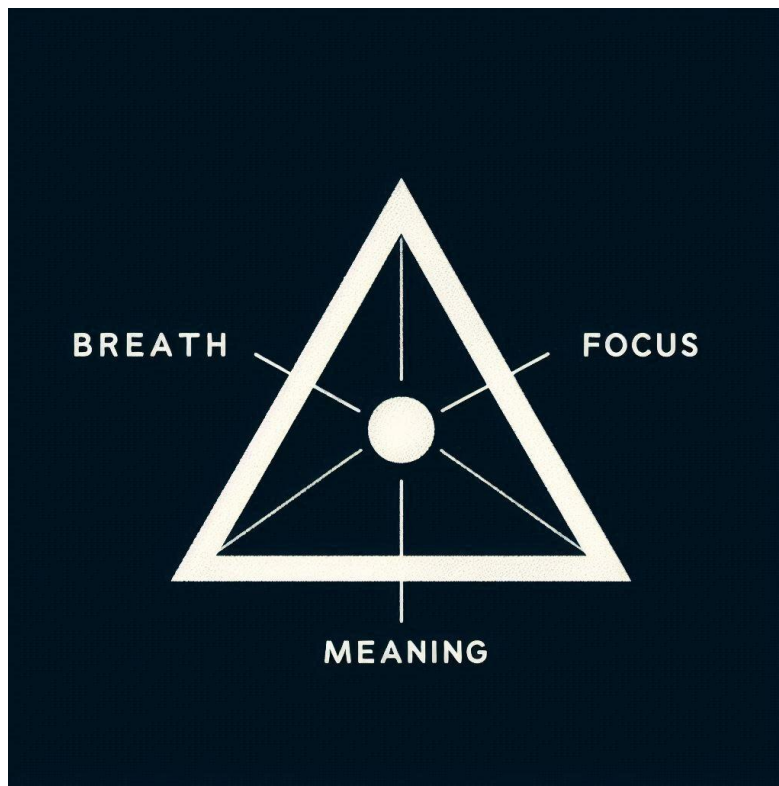
Heavy feeling in your head

Feeling as if you had a rope around your neck

As if you had a heavy stone on your shoulders

Like you can't stop your thoughts

# You Are at the Driver's Seat



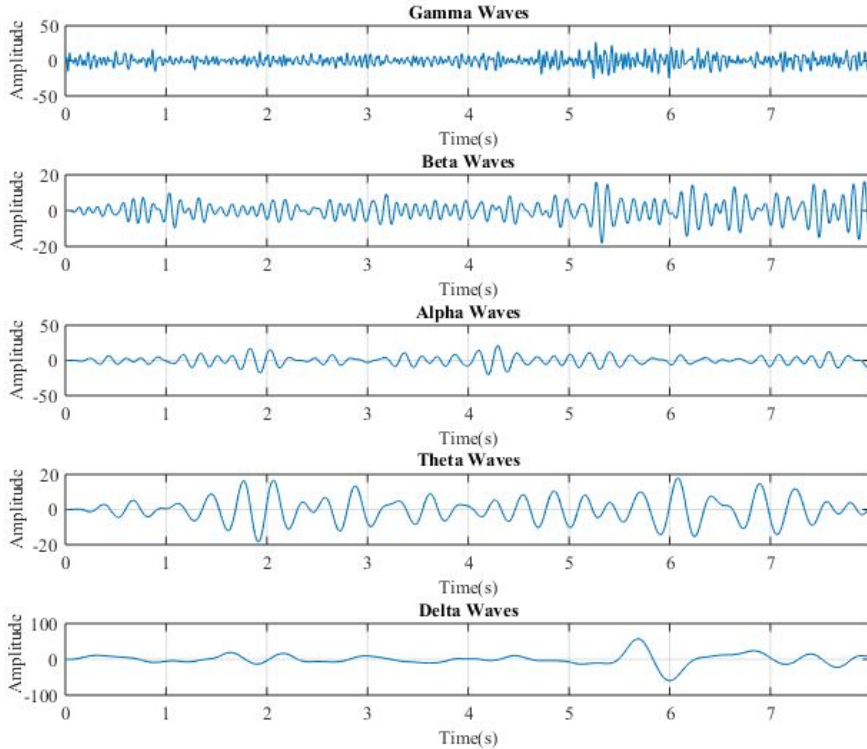


# Take Charge Of What You Can

Reclaim Your Mood

Reclaim Your Habits

# Where to start though?



Flow, multi-processing

Busy, active mind, alertness, arousal

Reflective, calm, creativity

REM sleep, deep meditation

Sleep, dreaming





# Breath -> key to access Alpha and Gamma

Relax your jaw.

Relax the back of your tongue.

Slowly slower your breath.

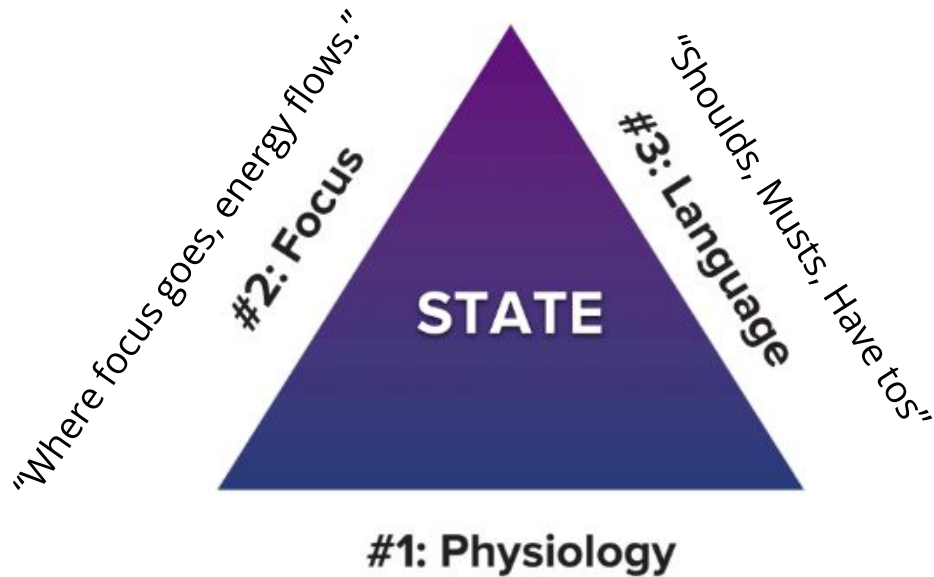
# Three Quick Remedial Questions to Handle Anxiety

Is it life threatening?

What is the likelihood of it happening?

Is it happening NOW?

# Reclaim Your Mood



# Reclaim Your Mood Focus



On What You Can Control  
On What Makes You Feel Good

# Reclaim Your Mood

## Growth Mindset

How long does a neuro-connection of an emotion last?

*“If you feel bad longer than that, someone is adding poles to the fire”*

*John Overdurf*

# Reclaim Your Mood

## Physiology





# Reclaim Your Habits

List five habits that have worked in the past and made you productive



Commit to one habit that is the easiest to start



Link the new behavior with an existing habit or behavior

# Who's voice is it?







# Reclaim Your Self-Talk

*“They will think I am stupid.”*

VS.

*“I have interesting opinions and thoughts  
and after all, I am asking for myself.”*

# Mental Movie of Failure





# Being Resourceful Self-Coaching



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# Feel Good Alternative



# Resource States

## **FROM**

Nervous

Frustrated

Depressed

Stuck

Anxious

## **TO**

Creative

Curious

Excited

Resourceful

Optimistic

# Resource States

Acknowledge how you feel

Take a moment to curiously explore what would you rather feel instead

Remember when you felt that way the last time

Revivify

Double that feeling

Look at the problem at hand with your new perspective of the powerful resourceful state

# Misa Kozinova, MBA

Thank you!!!



# Mind hacks

Set the deadline artificially closer

Move away from - live all the pain you will be at if you post-pone until the very last minute

*“Planning is bringing the future into the present so that you can do something about it now.”*

— *Alan Lakein,*

*How to Get Control of Your Time and Your Life*



# Mind hacks

Go social - buddy with someone

Bundle - connect to something you are will be doing anyway

Eat the frog

Eat the popcorn

S.T.R.E.S.S. Analysis

*“The first rule of frog eating is this: If you have to eat two frogs, eat the ugliest one first.*

*The second rule of frog eating is this: If you have to eat a live frog at all, it doesn’t pay to sit and look at it for very long.”*

*— Brian Tracy,  
Eat That Frog!*

## 2 Part Break

The most powerful ADHD productivity strategy!



# RULES for 2 part break

- Must use timers
- Always start with FUN (flood your blood with dopamine to get energy to start)
- Always do the work you have intended to do when you started the FUN round (no I feel like doing something else instead)
- Even if break is interrupted or low quality, must still do 5min of work as promised when timer goes off
- Must have consequences on Danger Zone (ex. Money or pushups you owe SOMEONE ELSE when break it)

By Alina Kislenko, Focusing and motivation strategies for ADHD on Udemy.com



# Productivity apps



# Focus time

( OFFTIME )



Temporarily sets all the distractions off.  
You can whitelist some of the contacts or apps.

# Tracking of productive time



Allows you to track project time

# Accountability Apps



Makes you pay money if you don't do what you committed to

1. Set a goal and commit to doing it for a period of time. (E.g. “I will go to the gym 4 times every week for a whole month.”) Short-term and REALISTIC.
2. Set a sum of money that you lose if you fail. (like a \$100.) Enough to be painful, not so much to make you bankrupt if you fail.
3. Decide who will get your money if you fail. Someone you don't like works best.
4. Invite supporters and a referee. (The referee is the person who will confirm if the goal was successful.)



# Accountability Apps

## Focusmate

Pairs you with a stranger you will work with for 50 minutes

1. Schedule a time in your Focusmate calendar.
2. Show up, introduce the goal for the session, turn off your mic and keep camera on.
3. Work for 50 minutes together with your accountability buddy.
4. Wrap up, say thank you and good bye.

# Accountability Apps



Helps adopt new habits

1. Track your habits - swipe every day, buddy with others
2. Hire a coach - chat based accountability coaching by experts in the field.