



⋮ TIPS&FACTS
is the newsletter of
MATRIX informational

Newsletter 1

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In our first Newsletter we focus on three major issues:

Emotional Exhaustion

Crisis Management

Complex Business Issues

EMOTIONAL EXHAUSTION



Photo: Overworked and Exhausted - Jessica M. Cross

Wikipedia defines emotional exhaustion as a chronic state of physical and emotional depletion resulting from excessive job demands and continuous stress. According to the Maslach and Jackson model, emotional exhaustion is one of three interrelated components of a burn out syndrome (the two others being depersonalization, and diminished personal accomplishment.)

Some suggest that emotional and physical exhaustion can be treated by taking a vacation, meditating, exercising or maintaining an active social life outside of work. In other cases, doctors will subscribe anti-depressive medication in order “to get back on track and avoid further health complications”.

As long as *all* causes are not known and removed, those traditional symptomatic treatments will probably help a certain time, but not solve the entire problem. In many cases we find burn out or it's important component, emotional exhaustion, back on the executive level, where managers need to perform under growing stress. However this stress is *never* the sole component...

Both managers as well as the organizations they work for should have the benefit of banning emotional exhaustion out of their environment.

Matrix-Informational offers to all suffering from emotional exhaustion an informational analyses and coaching at distance. This means that you do not need to leave your home or your office, and no additional expensive food supplements or medication need to be taken.

To those of you who want to succeed and enroll for a coaching, we offer to all who subscribe before the end of this month of June 2011, a **Discount Voucher** worth **30 %** of the coaching fee. Every coaching can be discontinued at all times without any financial penalty.

For more information please contact us via www.matrix-informational.com

For the scientific background of how this approach works, we refer to our free downloads on <http://www.matrix-informational.com/free-download.html> or <http://www.matrix-informational.com/scientific-bases.html>. For customer comments, just have a look at <http://www.matrix-informational.com/comments.html>

FAILING CRISIS MANAGEMENT?



Picture: CEIBS

In many companies, suffering from a weakening positioning in their particular market segment, crisis management is mostly introduced. However most crisis management teams are weak which in most cases leads to delays in identifying and addressing the current situations. Crisis management as well as their related issues and challenges are very important. Poor crisis management always severely damages the reputation of the company.

Are you prepared for crisis? Are you sure about the answer?

Crisis happens when due to one or more problems a situation is created where 3 (combined) symptomatic issues are present at the same time:

- The situation is a threat to the company
- The situation comes most of the time by surprise
- There is only a short decision time available

How to forecast crisis management? The earlier a warning system reacts, the more smoothly the transition to another pattern can be made. The above mentioned symptomatic issues can be very clearly predicted and avoided by working with the information fields. Any transition or change is in most cases predictable and can be supported by checking the original information fields.

Matrix Informational helps you to prepare any organization in order to cope with emergency situations without controversies. We help you to reposition the company in its environment (customers, suppliers, competitors, government etc...) and optimize the internal personal resources.

Traditional crisis management approaches such as periodic audits, action plans, numerous checklists, simulations and trainings are insufficient to cope with the complexity of today's evolutions. In case of need, please contact us on www.matrix-informational.com

HOW DO YOU COPE WITH COMPLEX BUSINESS ISSUES?



Photo: KPMG

Complex business issues are not particularly limited to big enterprises! On the contrary, small companies are extremely vulnerable to the present economic situation and managers are facing situations they never experienced before. A growing number struggles every day in order to survive. Most of them don't have the necessary resources that larger companies have at their disposal.

Matrix Informational offers affordable coaching based upon information field communication as describes on the website www.matrix-informational.com.

If on any of the next 6 questions the answer is NO, we are there to help you to cope with the complexity of your decision making in an affordable way and with our most advanced know how:

Do you feel comfortable in an unfamiliar business environment?

1. Are you creative?
2. Is your thinking structured?
3. Is it easy for you to obtain objective, realistic and well defined conclusions?
4. Can you implement your solutions with ease?
5. Do you like the challenge of solving complex problems?

We offer our business and life coaching solutions in English, German, French, and Dutch language.

For those managers who want to succeed, and want to enroll for the program before the end of this month of June 2011, we offer a **30% Discount** on the coaching program. www.matrix-informational.com.