Examples of callouts and responses

- On SourceBottle
- Anonymous
- Asking for tips on how to stay calm in a crisis at work

Name: Katrina Fox

Email: info@katrinafox.com

Comments: Hi there

I'd like to put my partner Tracie O'Keefe forward for this. She's a crisis recovery and resilience expert. Her book Inspiration for Survive and Prosper: Personal Transformation Out of Crisis is an Amazon number 1 bestseller. With over 20 years' experience as a full-time clinical hypnotherapist, psychotherapist and counsellor and five years as a naturopath too, she's able to help people recover from crisis fast from a psychological and physical perspective.

Her website is at www.doctorok.com

If you'd like to speak with her, freel free to call me on 0404 089 045 or email info@katrinafox.com and I can make arrangements.

Cheers
Katrina

From: Nina Hendy [mailto:Nina@NinasWord.com.au]
Sent: Tuesday, 11 February 2014 9:47 PM
To: info@katrinafox.com
Subject: RE: SourceBottle.com.au - Enquiry for query "HOW TO STAY CALM IN A CRISIS"

Hi Katrina
Nice to hear from you, thanks for getting in touch

Would she be able to give me a few thoughts around staying calm when SMEs get into a crisis at work? I'd like to quote her directly.
I'd be after responses by COB Friday – just a few brief thoughts for each question. Is that OK? Regards, Nina

Q: What's your number one tip for staying calm when there's a major crisis in your business?
A:

Q: What are typical responses from business owners in a crisis, and how to you break the cycle?
A:

Q: What are the usual physical and mental reactions we have to a stressful situation and how can you recognise you've got a problem with stress?
A:

From: Katrina Fox [mailto:info@katrinafox.com]
Sent: Tuesday, 11 February 2014 9:55 PM
To: 'Nina Hendy'
Subject: RE: SourceBottle.com.au - Enquiry for query "HOW TO STAY CALM IN A CRISIS"

Hi Nina

Good to hear from you. Yes, definitely – I'll make sure she sends responses directly to you by COB Friday at the latest.

Can I ask which publication it's for?

Cheers ☺
Katrina

The Sydney Morning Herald
MySmallBusiness

Love Self Development?
authenticeducation.com.au
Australia's Best Free Event is Back (No Fluff, No Pitchfest, No Hype)

How to stay calm in a crisis

March 3, 2014 Read later

Nina Hendy

It's easier than you think to keep your head when others panic.

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A potential crisis looms around every corner. And while it can be a challenge, staying calm is what is needed to get on with the task at hand.

Elisa Limburg runs a Sydney events and marketing company, and has been put in extremely stressful situations that have tested her.

For instance, in one incident a client sent out a draft media release to their networks before it was finalised. Another time a staff member from another client company sent a full budget spreadsheet to a new client, exposing their over-inflated figures.

She tries hard not to get in a flap when these situations happen. Instead, she figures out her priorities and addresses them in order of urgency.

"I'll take a brief walk out of the office to clear my head if things are really stressful," she says. "Taking time away from others can help my thought processes. Sometimes I'll meditate, even if only for a few minutes, to clear my mind of everything and focus on breathing and relaxing."

Tracie O'Keefe: get all the information before taking any decisions.

Business coach and crisis recovery specialist Tracie O'Keefe says a typical response to a stressful situation is to get into panic mode, react emotionally and focus on the worst-case scenario. The

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1 Don't let hard work kill you
2 Hey, worker, leave that inbox alone and get less busy
3 Retreat entrepreneur Janine Hall recovers from ...
4 A tradie stole from me
5 Do you regret your career?

Susie Sierra, Yours magazine

SourceBottle callout for women who look young for their age.

Name: Susie Sierra

Email: susiesierra@me.com

Comments: I am 58 years old and believe that my youthful looks are a combination of good genes, a plant-based diet(which I've followed for most of my life), great skincare and meditation which I've been practicing daily for over 20 years. I don't colour my hair or wear glasses and everyone tells me I look much younger than my 58 years. I am an artist and stay young at heart. It's my job to see the world through fresh eyes and I feel really very fortunate to have the opportunity to do this. I was a model in my youth and an actor as well.

My mum was incredibly young-looking. She really looked after herself and especially her skin. She was a beauty and skincare enthusiast and my father loved the way she looked after herself.

This year I launched a luxury range of gold-infused skincare for women, called SIERRA GOLD. My website is www.susiesierra.com and there is lots more information about me there. Thank you.

Susie
www.susiesierra.com

Susie Sierra
0423 742945
www.susiesierra.com

Susie got copy approval before publication as it's written in first person

GENERATION WOW

'Mum taught me the key to good skin'

As a child, SUSIE SIERRA would squirm when her mother applied SPF cream, but now she believes it was responsible for saving her skin

"I grew up in the harsh Queensland climate but thankfully my mum Suzanne was ahead of her time. She had this brown foundation-like cream that she would put on my skin – I hated it and would cry, 'No, no, no!' But if it wasn't for my mum, I would have skin like a crocodile's today.

Mum had acne as a teenager and decided to do everything she could to look after her skin. She bought the best quality products and had a whole routine that brought her a lot of joy. She always looked youthful and my father loved the fact she put so much effort into looking after herself, too.

When I turned 14, Mum took me shopping and bought me a whole skincare regime. It felt like a coming-of-age initiation, where I was given responsibility for looking after myself and my skin.

I've been vegetarian for 20 years and vegan for the past year, and believe my diet contributes to my appearance. I realised that a lot of foods, such as gluten and dairy, don't agree with me, so I started to eliminate them from my diet. Now I feel so much better. I believe that my youthful looks are a combination of diet, good genes and meditation, which I've been practising daily for decades.

Being a professional artist also helps keep me young at heart – it's my job to see the world through fresh eyes and I feel very fortunate to have the opportunity to

'I've always said that beauty care is self-care'

a skincare brand called Sierra Gold – with oils that are infused with gold – which is an anti-inflammatory and also stimulates circulation through the skin. It reminds me of my mum and the th[at] brough[t] [joy] to her life, pl[us] paint with o[il] I knew I wanted to keep working with oils.

I've always said that beauty care is self-care. When you decide to look after your skin, it's looking after your whole self." ●

GOLDEN YEARS
A lifelong skincare approach keeps Susie glowing

INNER BEAUTY

INNER BEAUTY
Susie believes beauty starts from the inside

LIVING DOLL
Susie had a successful modelling career

POL

Vegan Business Mastery with Katrina Fox

Susie supplied the photos herself

Her brand is mentioned

Kathy Divine, Women's Health and Fitness magazine

SourceBottle Callout:

Does what you eat keep you looking young?

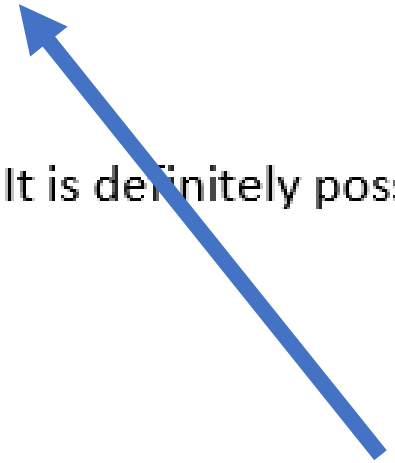
Kathy's response:

Absolutely! I am the author of Forever 21 -- a book all about anti-ageing. The focus of the book is on the anti-ageing benefits of the vegan diet, which I have followed for many years. Please see my website for my photos. I am 37 years old and most people think I am in my early 20s.
www.kathydivine.com

Great to see a story about anti-ageing, the natural way. It is definitely possible and not hard to achieve at all. Just takes a consistent approach.

All the very best,

Kathy Divine
ph: xx xxxxx xxx



Gives journalist what she's looking for

YOUTHFUL LOOKS

KATHY DIVINE,

author and blogger, NSW

"I'M 37. WHEN I MEET SOMEONE NEW, THEY USUALLY GUESS I AM BETWEEN 20 AND 25."

Lightbulb moment?
I became vegetarian at the age of 20. After a few years I started to notice I wasn't ageing as fast as my meat-eating friends. When I went vegan, it became even more obvious I was maintaining a more youthful appearance compared to other women in my age group.

Favourite anti-ageing foods?
I cook with olive oil every day as it's great for maintaining skin moisture. Fruit is cleansing and detoxifying and is great for achieving youthful-looking skin. My favourites are mangoes, apples and all types of berries.

Youthful advice?
Drink plenty of water every day. It's important for flushing out toxins and maintaining youthful-looking skin. Drinking alcohol and smoking cigarettes will age you in no time. The more you avoid them, the younger you will look.

GEORGIA KING,

health and wellbeing coordinator, Victoria

"I'M 32, BUT I GET TOLD I LOOK 24. I FEEL 18!"

Lightbulb moment?
I did my postgraduate studies in preventative health. Also, I was fortunate to have parents who promoted healthy eating and physical activity. My Korean mother fed us home-cooked plant-based meals with lean protein and drank green tea constantly. She looks 20 years younger than she is and people often ask us if we are sisters!

Favourite anti-ageing foods?
I stick to foods that are bright in colour and avoid beige foods, including foods with refined sugar and wheat. I keep frozen blueberries in the freezer at all times. They are delicious and incredibly high in antioxidants. I also eat wild salmon twice a week, which keeps my hair and skin glowing. I absolutely love dark leafy greens and broccoli.

Youthful advice?
Cut out processed foods and refined sugar from your diet. Replace coffee with green

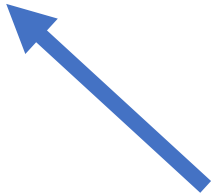
Vegan Business Media with Katrina Fox

katrinafox.com

Susie Sierra, Nature & Health magazine

SourceBottle callout for for individual beauty secrets

Never underestimate the energy that is in your own hands when you apply products to your face and body. I practice Qi Gong, a Chinese yoga which is renowned for reversing the ageing process. It doesn't just stop the ageing process, it actually turns the clock back! Just rub your hands together for a few moments then gently and mindfully massage your face using your daily moisturiser or in my case, using my luxury SIERRA GOLD face oils, and your skin will grow younger by the day. I'm in my late 50's now and people are always surprised by my age.



Unique tip

www.susiesierra.com

SUSIE SIERRA, award-winning artist and founder of SIERRA GOLD Luxury Skincare
The SIERRA GOLD range begins with 2 luxurious face oils, infused with pure gold and a unique blend of 8 super botanical oils from around the world. These precious oils are anti-ageing, full of anti-oxidants and the fragrances are designed to uplift and support your emotional wellbeing. www.susiesierra.com

Dec/Jan Issue, 2017

If your face is giving away your real age, check out these easy tricks from our experts - then you really will look as young as you feel. Charmaine Yabsley reports.

Easy does it

"Avoid facial scrubs, abrasive exfoliation, and chemical peels," says paramedical aesthetician Sia Hendry. "These jeopardise the skin's surface, which is our first line against ultraviolet (UV) rays, and in time will age you faster. By keeping the epidermal barrier intact you protect your skin from inflammation and retain its natural moisture barrier. Correct the skin from the inside out, and not the outside in. Use cosmeceutical skincare that contains a high percentage of active ingredients. Wearing a physical sunblock daily is a must: UV is one of the quickest things to age us, as it causes free radical damage to skin cells."

Pick the right products

"Follow a daily routine with proven products that work for you - sunscreen, vitamins, moisturising creams; the right routine will speed the skin's natural regeneration process and leave it more hydrated, firmer, and even-toned," says Kate Morris, CEO of Adore Beauty. "Don't be scared to ask an expert. Using the wrong products could inadvertently worsen your current skin concerns. For example, chemical sunscreen may look great under make-up but can adversely affect skin - stick with physical sunscreen. And, while it may sound corny, part of ageing well is believing you're youthful and vital, and getting out there with exuberance. Be bold, be confident, be beautiful!"

Stop stressing

"It's been proven we can change our genes and retain natural youthfulness through lifestyle choices," says Theme Rains, founder of Synthesis Organics. "Telomeres - the part of our chromosomes responsible for longevity and cellular ageing - break down when exposed to stress, toxins, and negativity. Research shows that we can not only stop this degradation but actually reverse it through good nutrition, pure hydration, detoxification, stress management, and regular positive social interaction."

Don't like it hot

"Hot water and high water pressure damage your skin barrier and epidermis, and break down the proteins which protect skin, making it more challenging to retain moisture as the natural oils are stripped away," says Geraldine Phua. "When your skin barrier weakens it becomes more sensitive and prone to allergies and infections, because harmful microorganisms and irritants can more easily penetrate it. Wash your face using lukewarm water and a soft face cloth; then finish with a cold compress."

Use your hands

"Never underestimate the healing energy that is in your own hands when you apply products to your face and body," says Susie Sierra, founder of her Sierra Gold Luxury Skincare. "I practise qi gong, a Chinese yoga renowned for reversing the ageing process. Just rub your hands together for a few moments then gently and mindfully massage your face using your daily moisturiser, and your skin will grow younger by the day. I'm in my late 50s now and people are always surprised by my age."

Eat good fats

"Skin gets thinner and less resilient with age," says integrative health pharmacist Tania Tan. "Since skin is made up of around 15 percent fatty acids, it follows that eating fatty fish, olive oil, flaxseed,

Susie's tip exactly as she wrote it & name of her brand is included

Susie told me:

“I knew that the beauty secret I sent in, nobody else would have, and I think that's what got me in the magazine.”

Clare Mann, Dogs Life

SourceBottle callout for expert to comment on dealing with the grief of losing a pet

Subject: SourceBottle.com.au - Enquiry for query "Seeking an expert to comment on dealing with grief of losing a pet"

Date: 5 May 2016 at 3:05:43 PM AEST

Hi Clare Mann,
Your enquiry has been sent for the query "Seeking an expert to comment on dealing with grief of losing a pet". The details for the enquiry are below:

Name: Clare Mann

Email: xxxxxxxxxxxxxxxxxxxxxx

Comments: Hi there

I would like to contribute to this both professionally and personally. I am a psychologist with 20 years experience in grief, anixety and depression. I am actively involved in animal work with Animals Ausrlaia, the Animal Justice Party and Animal Sanctuaries. I also have rescue dogs and lost my own 17 year old dog 2 years ago and was a telling witness to the advice I give and process people go through in this loss.

Happy to have a chat to explain more.

Clare Mann
http://claremann.com
http://communicate31.com
Ph xxx xxx xxx

Hook

A dangerous JOB

Long hours, hard work and dealing with the loss of patients can make a veterinarian's job difficult and emotional burnout a real risk. **Tim Falk** reports.

Dr Sophia Yin was a world-renowned veterinarian, animal behaviourist and pioneer of positive training methods. The 48-year-old Californian had worked tirelessly to help dogs and their owners, spreading the virtues of humane training methods all over the world. Yet, in September, 2014, Dr Yin tragically took her own life.

The news of Dr Yin's suicide shocked the veterinary and animal training communities, but it also brought a wider issue to light: suicide among vets.

Many people are surprised to discover that vets have a higher suicide rate than the general population. In fact, a study of vets in Western Australia and Victoria revealed suicide rates four times greater than the rest of the adult population. Dealing with long hours, difficult procedures and the emotional strain when an animal dies places our vets under a significant amount of stress.

"Vets never forget the patients that they couldn't save," explains Dr Gretta Howard from Cherrybrook Vet Hospital. "I've cried about pets dying on many occasions and it's usually the ones that I thought would make it but then take a turn for the worse. It can be a real shock if a pet appears as though it is improving but then deteriorates suddenly, and it certainly takes a big emotional toll.

"Another really tough situation is when a young, healthy pet is hit by a car. You know they had their whole life ahead of them but the degree of trauma can be so severe that sometimes the animal cannot be saved. The family are so upset and it's up to the vet to counsel them through the difficult experience. Other times, owners can have trouble letting go of an elderly pet that is suffering and I have to bring up the subject of euthanasia with them, which can be very distressing," says Dr Howard.

TOO MUCH TO TAKE

While suicide is indeed an undeniable problem among vets, a more prominent issue is burnout. Caused by the chronic stress and anxiety of the daily grind of their job, burnout refers to physical and psychological fatigue.

Clare Mann, psychologist and best-selling author (claremann.com), says burnout is a risk across a wide range of professions. "Burnout occurs when there is physical, mental and emotional exhaustion with high feelings of disillusionment. It is this latter emotion that results in a person becoming emotionally numbed to suffering — their own and others — and should be avoided at all costs," she explains.

Also referred to as compassion fatigue, burnout can lead to an extensive variety of symptoms, from fatigue and insomnia to depression, anxiety and even musculoskeletal problems. Some vets will show signs of hypervigilance, while others will start making errors at work or turn to drugs or alcohol as a form of escape. The problem can be even worse in country practices and sole-charge practices, where vets are more isolated and may not have a big support network around them.

One Australian survey found that 63.4 per cent of vets experience depression, anxiety, stress or burnout. It doesn't even take long for burnout to occur, with some vets experiencing problems only five years after entering the workforce. Studies from Europe and other parts of the world have also pointed to burnout as a growing issue amongst veterinarians.

"Euthanasia is probably the most difficult part of being a vet, as it can be an extremely upsetting time for the owner and the vet, who may have been the animal's doctor since it was young," says Dr Howard. "I do believe, however, that euthanasia can be a really peaceful experience and a positive way to say goodbye to a much-loved pet as it prevents suffering. What is heartbreaking is the number of unwanted animals that have to be euthanised in pounds, and the vets that have to do that suffer immensely."

Additionally, financial concerns can cause plenty of stress for vets. Veterinary practice has very high overheads, with the need to purchase and maintain hospital-grade equipment such as X-ray, ultrasound and pathology, as well as pharmacy supplies, surgical supplies and diagnostic instruments. The perception that vets earn a lot is simply not true, especially when compared to their professional counterparts such as doctors and lawyers.

"There is so much pressure on vets from themselves and owners to succeed but sometimes there are bad days," says Dr Howard. "It is really important for vets to look after their emotional wellbeing by ensuring their working hours are not excessive, getting sufficient sleep and having a good network of friends to remain social with."

COPING

Despite the overwhelming and distressing aspects of the profession, Mann believes that many vets are spurred on by their desire to reduce the suffering of the animals they treat. But it's important for vets to come to terms with their grief when they lose a patient.

"If they do not deal with their grief, it can become complicated and result in extreme distress or a numbing of their feelings, with apathy and indifference to suffering," explains Mann. "When I say 'deal with', I mean 'process and work through the emotions and meanings of the loss'. The numbing I refer to could be due to extreme stress over time without the opportunity to debrief, express their feelings and recover from losses."

Like all professionals or volunteers working with suffering, vets need to look after themselves. They need to eat well, exercise, debrief, take time away to have fun, not drink too much coffee or alcohol, and work hard to enjoy the positive parts of live to avoid negative self-talk and potential cynicism arising, says Mann.

"So many of them 'keep going' and do not listen to their exhausted bodies and emotional overwhelm indicating that they need time away to rejuvenate. By seeking out the help of a skilled psychologist or counsellor, they can work through the difficult emotions before they become embedded as 'stories' in their memory, which are so painful they are pushed out of mind, only to resurface in the future," she explains.

Every vet needs to find their own way of coping, their own method for dealing with the many stresses of their job. "I am lucky that my partner is also a vet and we will often support each other through tough times if there has been a difficult case," says Dr Howard. "Discussing difficult cases with vet colleagues can also be a big help as well as taking regular holidays."

The Australian Veterinary Association has a confidential counselling service for vets that is available via phone 24 hours a day. There are also excellent online forums offering support and advice world-wide for veterinarians, even if they are geographically isolated, for example the Veterinary Information Network.

"One of the most important roles is the practice owner," says Dr Howard. "It is important that vets feel that they can easily approach their boss if there has been a difficult case or client and that the vet is properly supported.

"For new graduates, there is a mentoring programme where an experienced veterinarian can mentor a newly graduated vet. There are also new graduate-friendly vet practices so that graduates have the support they need during the first critical six to 12 months after graduating from their vet degree."

As our knowledge and understanding of vet burnout grows, more strategies and networks are being put in place to offer vets the support they need to survive and thrive in a difficult profession. In time, this will hopefully lead to fewer cases of burnout, more vets enjoying long and happy careers, and fewer vets seeing no other way out than to take their own lives. **DL**

WORLD VETERINARY DAY

April 25 is World Veterinary Day, the perfect time to spare a thought for your local vet and the tough job they have to do. Visit worldvet.org for more information.

Yeoman Business Media with Katrina Fox

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Vegan Business Media with Katrina Fox

Questions?