

Psychological Flexibility

(Don't be so **rigid!**)

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6728



**COGNITIVE
BEHAVIOUR
THERAPY**

Anxiety

Depression

Anxiety

In 2017 there were 8.2 million cases of anxiety in the UK

In England women are almost twice as likely to be diagnosed with anxiety disorders as men

The one-week prevalence of generalised anxiety in England is 6.6% of the population

Depression

**300 million people around the world have depression,
according to the World Health Organization**

**Depression is the predominant health problem worldwide,
followed by anxiety**

**Nearly 50 percent of all people diagnosed with depression
are also diagnosed with an anxiety disorder**

**In 2016, 19.7% of people in the UK aged 16 and over showed
symptoms of depression**

Depression



Anxiety

Depression

Past



Anxiety

Future

Depression

Past

Loss & Failure



Anxiety

Future

Threat or Danger

Depression

Past

Loss & Failure

Rumination



Anxiety

Future

Threat or Danger

Worry

Why so much anxiety in Retail?

Threats?

Dangers?

Psychological Flexibility?

Psychological Flexibility?

Helps to prevent

Anxiety

Depression

Freedom of Choice

**A fundamental principal of life
as a human being**

Psychological Flexibility

Success or Failure?

I'd **prefer** to succeed, *but I accept that I might fail*

This is a **flexible preference**

Psychological Flexibility

Success or Failure?

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This is a **flexible preference**

Success or Failure?

Failure's not an option... I **must** succeed!!

I **must** not fail!!

This is a **rigid demand**

Albert Ellis

“All human beings have a biological tendency to emotionally disturb ourselves by taking our strongly held preferences and escalating them into rigid, dogmatic demands”

Psychological Flexibility

Maintains Emotional Well-Being

Psychological Flexibility
Maintains Emotional Well-Being

Psychological Rigidity
Maintains Emotional Disturbance

Demands



Awfulizing

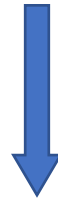


Low-Frustration Tolerance



Self-Depreciation

Preferences



BAD – but not awful



**High-Frustration Tolerance
(Difficult but do-able)**



Self-Acceptance

Psychological Flexibility

Flexibility leads to constructive behaviour and emotional well-being

Rigidity leads to self-destructive behaviour and emotional distress

In the workplace...

Giving people **choices** creates flexibility

Making **demands** causes emotional disturbance

Both Anxiety and Depression lead to **poor performance** and **poor productivity**

Resilience is the ability to be task-focussed, capable of adapting to new tasks, and new environments

The Challenge

Generate a culture of **psychological flexibility**

Improved motivation, focus and productivity

Improved emotional balance and mental health

Cultural change is the focus

Don't be so dogmatic!

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