

Owner Stress Management – Tipsheet for Tough Times



Running a business through financial distress can take a serious toll on your health, relationships, and mindset. This simple tipsheet is designed to help you manage stress, maintain clarity, and stay strong while you navigate the recovery journey.

1. What You're Feeling is Normal

- You are not alone — thousands of owners face similar stress
- It's normal to feel guilt, anxiety, fear, and even shame
- What matters is how you respond — not that the stress exists

2. Practical Things That Can Help

- Write everything down — get it out of your head
- Tackle one issue at a time — clarity comes from action
- Use checklists and tools to feel in control
- Speak to someone objective (mentor, advisor, peer)
- Avoid alcohol and poor sleep — they amplify stress

3. Mindset Anchors to Hold On To

- This is temporary — no crisis lasts forever
- Action beats anxiety — doing something always helps
- You are not your business — your worth is not tied to its results
- Recovery is possible — businesses bounce back every day

4. Know When to Step Away (Even Briefly)

Take a walk, call a friend, spend time with people who care about you. These aren't luxuries — they are recovery tools. You'll think more clearly after a reset.

Disclaimer: This resource offers general wellbeing tips and is not a substitute for professional mental health or medical support. If stress becomes overwhelming, please seek help from a qualified professional.