



EXECUTIVE HEALTH & WEALTH INSTITUTE

ASK THE EXPERT DECEMBER 2007

About Leading under Pressure:

If you feel like the professional juggler, multi-tasking and wishing for three extra pairs of hands, a new brain or if you are plotting to order a couple of clones of yourself, this book is meant for you. Millions around the world are thinking, planning, and scheming about how to stretch a 24-hour day into an endless and productive workday. Many face the daily quandary of finding new ways to thrive in order to achieve higher goals, with increased competition, progressively limited resources, and the same manpower. Burnt-out, energy-depleted, or constantly stressed, many find themselves unable to take pleasure in their hard-earned position. Leading under Pressure addresses the many challenges that corporate executives, successful entrepreneurs, and road-warriors face in their daily

FOR IMMEDIATE RELEASE

CORPORATE BURNOUT: Do You Need a Coach or a Doctor?

Miami, Fla., December 20th, 2007 -- "Stress is the buzzword of the twenty-first century," Dr. Gabriela Corá recently said on Fox News. In her new book, *Leading under Pressure: Strategies to Maximize Peak Performance & Productivity while Maximizing Health & Wellbeing*, she addresses the multiple challenges corporate executives and entrepreneurs face as they strive to achieve higher goals with increased competition, progressively limited resources, and the same manpower. "Burnt-out, energy-depleted, or constantly stressed, many find themselves unable to take pleasure in their hard-earned position," Dr. Corá says.



As a strategic solution, Dr. Corá suggests to use a matrix approach looking at the ability to produce wealth and the interaction with the state of health. "It is the corporate executives and business owners who still operate at a high level of performance and productivity but struggle with keeping their minds and bodies healthy that will eventually exhaust their biological stamina, and potentially burn out," she says.

Many companies, executives, and entrepreneurs have hired coaches - many of whom left their own corporate jobs because of burnout - to help increase performance at work. "While efficiency may be helpful to maximize our ability to produce, coaches may not be as helpful when the person is already pumping their energy with plenty of coffee during the day and having trouble sleeping at night without the use of alcoholic beverages or hypnotics. Many of these successful executives seek to see a doctor when they are already experiencing heartburn, chest pain, or panic attacks. I'd like to see people preventing these physical events from even happening," Dr. Corá says. "People who are experiencing a series of medical issues triggered by stress may not benefit from coaching as much as people who are healthy and want to improve their performance at work. Everyone who is Leading under Pressure needs to prioritize health, implement treatment as necessary, and improve lifestyle strategies."

Dr. Corá says you will benefit from having a coach if you are performing and producing at a good baseline level and if you want to continue to improve. You will also benefit if you feel somewhat disorganized and need direction in how to prioritize or organize your day. Lastly, you will benefit from a coach if you feel the need of an outside force to keep you on track. On the other hand, you may

responsibilities. It offers effective strategies to maximize peak performance and productivity while maximizing health and wellbeing.

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benefit from having expert assistance if you would like to implement healthy lifestyle strategies and work on improving your performance and productivity, managing work in life and improving in each and every area of your life.

Dr Corá does both: she continues to provide for expert medical services to those who are experiencing burnout and medical problems that need prompt resolution. These services are offered through a novel practice, **The Florida Neuroscience Center**. Additionally, Dr. Corá offers life and business coaching and corporate consulting services via **The Executive Health & Wealth Institute**, an international consulting firm based in Miami.

"There is room for both," Dr. Corá says, "It's important to intervene with the right approach. If I was experiencing heart discomfort, I would like to be seen by a cardiologist and not by a dentist. This will save entrepreneurs and executives the precious time they don't have to spare to begin with."

Leading under Pressure: Strategies to Maximize Peak Performance & Productivity while Maximizing Health & Wellbeing is now available on **amazon.com**

About Dr. Gabriela Corá:

Dr. Gabriela Corá is President of The Executive Health & Wealth Institute, Inc. and Managing Partner of **The Florida Neuroscience Center**. She is author of ***Leading under Pressure: Strategies to Maximize Peak Performance & Productivity while Maximizing Health & Wellbeing***. A key collaborator of Fortune 500 corporations, Dr. Corá assists individuals and their companies in Organizational Health & Wealth. She is a medical doctor, board-certified psychiatrist, corporate consultant, executive coach, expert speaker, and has a master's in business administration.



"OUR MISSION IS TO PROMOTE INTEGRATED HEALTH, PERFORMANCE AND PRODUCTIVITY, THUS ADVANCING INDIVIDUAL & ORGANIZATIONAL WELLBEING FOR THE BENEFIT OF SOCIETY."

—GABRIELA CORÁ, MD, MBA
President, Executive Health & Wealth Institute
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