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# Getting Back On Track When You're Too Overwhelmed To Think Clearly



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POST WRITTEN BY

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How often have you said or heard the phrase, "I just can't think straight?" It happens when we are so overwhelmed by a situation that we find it difficult to think logically. So what can we do to get back on track and effectively deal with our thoughts?

In continuation of my [previous article](#), there are several things we can do.

## Distinguishing Emotions From Feelings

As human beings, we act as a linked system: mind and body. Both parts interact and influence each other, sometimes in subtle, sometimes in dramatic ways.

The mind is composed of two parts: the "rational" and the "emotional." Focusing now just on the "emotional," we have six basic emotions: fear, anger, disgust, surprise, sadness and joy. As outside stimuli create an emotional trigger, we respond with one or more of these emotions, then experience them in our bodies as "feelings."

So what is it that creates the connection between our emotions and our feelings? The answer is "self-talk." Conveniently, it is this internal dialogue that provides an opportunity for us to influence how we react. Once our emotions are felt in our bodies as

feelings, we can take steps to actively and consciously deal with them – either positively or negatively.

For example, when we encounter an unknown situation, we may have a range of feelings, like confusion, amusement, or astonishment. These feelings are provoked by the basic *emotion* of surprise.

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With this understanding of how our mind works, we can increase our self-awareness and distance ourselves from allowing our emotional mind to hijack our rational mind. Then, we can learn to make positive behavioral choices.

The bottom line is that we can't control our emotions. We can only control the feelings that originate in those emotions. So how do we manage our "self-talk" in order to reframe our envisioned outcomes?

- Notice the internal dialogue in your brain (i.e. your "self-talk") and how it manifests feelings in the body.
- Be aware of the feelings you respond to in your "self-talk."
- Involve the "rational" side of your brain to evaluate and influence your feelings.
- Logically and carefully choose the most appropriate behavior for the immediate situation.

To get my coaching clients back on track and on the road to better decision-making, I've come up with the following five steps for "thinking straight."

**1. Locate your feelings.** Identify a location in your body where your emotions are making themselves felt. For example, the emotion of fear is often felt in the stomach, while the emotion of sadness is often felt in the chest.

**2. Label your feelings.** Ask yourself what specific feelings you are experiencing at that moment. Locate those feelings on the outer circles of the [emotion wheel](#).

**3. Identify your emotions.** Work outwardly from the center of the emotion wheel in order to connect to your raw emotion and understand its impact.

**4. Influence your feelings through self-talk.** Take some time to pay attention to your self-talk. Slow down, stay curious, focus on a neutral state of mind, and take as much time as you need to process and understand what you have done in steps 1 through 3, above.

**5. Choose.** Having gone through the first four steps, you are now at the point of choice. Based on a full understanding of your initial emotions and current feelings, make the best choice you are capable of. You should now be able to avoid negative and unhappy choices and instead make a positive and inspiring behavioral choice.

### **Becoming More Emotionally Aware**

If you find that your basic emotion is “anger,” use self-talk to neutralize its range of impact on your behavioral choices and connect to a desired positive outcome. This will evoke positive feelings and physical sensations that are connected to a positive emotion, like “surprise” or “joy.”

Our brain is looking for congruency between our emotions and our behavior. So, a better understanding of our emotions and the labels we attach to them helps us make better decisions and dealing with negative emotions.

Recognizing our basic raw emotions is often not easy. However, with practice, it can become ingrained in our everyday thought process. Practice emotional intelligence, and remember that your path to rational thinking and better decision making starts with identifying your emotions!

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# Organic Food Pioneer Santiveri Expects Autonomous Tech To Drive Sales And Redefine IT's Role



**Dominic Collard** Brand Contributor  
Oracle **BRANDVOICE**

The organic food and beverage market is expected to hit a mouth-watering \$320 billion by 2025—more than four times the value of just a few years ago. For [Santiveri](#), a Spanish company that's been producing and selling organic products since 1885, that's validation of its strategy. But it's also an invitation for ever-rising competition, forcing Santiveri to defend its share against big brands eyeing this surging market.

Santiveri sells a huge array of products you can put in or on your body—from polenta to quinoa, cosmetics to ointments. In addition to running 250 of its own stores across Spain, the company sells its products across 7,000 retail outlets worldwide.



COURTESY OF SANTIVERI

To stay ahead of rising competition, Santiveri is putting data and technology at the center of its strategy. “More competition means you need to get more granular in understanding your business...right down to the micro elements of where you are making profits and how you are spending money,” says Oscar Jalón, the

company's IT director. “So we realized we need a platform that can deal with lots more data, while producing insights much faster.”

Santiveri's answer comes in the form of Oracle's new [Autonomous Data Warehouse](#), which will power its business intelligence software. Santiveri had been running that software in its own data center, but as the underlying hardware had begun to age, performance problems started to emerge. Queries and reports ran slower, and downtime

for repairs became more regular. “We took a look at what we had, and realized we need to take it to the next level,” says Angel López, Santiveri’s chief of computer systems.

The first decision was to move its infrastructure to the cloud. And that’s where the story would have ended, were it not for the release of [Oracle’s Autonomous Database](#) capabilities this year. “As soon as we heard about it, we knew we needed to see it in action,” says López. And what they saw has excited them. “Now with our BI software running on Autonomous Data Warehouse , and we are finding we can execute queries 75 to 80% faster.”

Great—but how do faster queries help sell more healthy food? “In a competitive market you need urgency at every level of your business,” Jalón says. “Everything that has always been important to Santiveri—the quality of our products, R&D, customer service—is improved by making smarter decisions more quickly. If someone else is doing things better and faster, eventually they will take the market share.”

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Consider sales data as an example. “You see a product is selling well, so you stock more of it, Jalón says. “That’s easy. But it’s not enough anymore. We need to see exactly where the sales are happening, right down to the individual store and time of day, and then work out the optimum extra resources to put behind a push. The sooner you can make that happen, the sooner you sell more.”

Using Oracle Autonomous Data Warehouse, Santiveri can load more data for analysis much faster, to help it make better decisions. Because Oracle Autonomous Data Warehouse tunes and optimizes itself continuously, without human intervention, it can outperform systems that are manually supported.

### **The Freedom to Innovate**

But speed is far from the only advantage Santiveri anticipates from an autonomous database. For López, autonomous technology like Oracle’s data warehouse isn’t just an innovation in data management, it’s a paradigm shift in how businesses resource themselves for the data age. Because when your technology secures itself, repairs itself,

and scales itself without any need for human hands, what you're really buying is the freedom for people to focus on innovation.

López is excited that Oracle Autonomous Data Warehouse will let his team move away from performing mundane database administration tasks. And with Oracle rolling out autonomous capabilities across its cloud platform portfolio, he envisages having even more time—and the data crunching capabilities—to deliver significant innovations and business improvements.

“When we look a bit further into our future, autonomous technology is an opportunity to redefine the role that IT plays, and to go from being a cost center to an income generator for the business,” López says.

And that's how you take on the competition.



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