

wakeupkate
WAKEUP

*WHAT MINDFULNESS REALLY IS, THE SCIENCE BEHIND
IT AND HOW TO BUILD RESILIENCE*

www.wakeupkate.com

DID YOU KNOW

Facts that may surprise you



THREE *SURPRISING* STRESS FACTS

1. STRESS AFFECTS 1 IN 3 ADULTS IN EUROPE AND NORTH AMERICA
2. 85% TEACHERS REPORT WORK-LIFE IMBALANCE IS AFFECTING THEIR ABILITY TO TEACH THE WAY THEY WOULD LIKE
3. OUR ATTENTION WANDERS APPROX. 49% OF OUR WAKING HOURS

HOW DOES STRESS

Affect the immune system



STRESS AND IMMUNE SYSTEM

AT LEAST 30 HORMONES ARE RELEASED IN OUR BODIES DURING A STRESS REACTIVE SITUATION (ADRENALINE, CORTISOL AND NORADRENALINE).

KNOWN AS THE CLASSIC FIGHT FLIGHT REACTION INHERITED FROM PRIMITIVE ANCESTORS.

SERVES US WELL TO A POINT. BUT TOO MUCH COMPROMISES OUR IMMUNE SYSTEM AND RESISTANCE TO INFECTION, CAN LEAD TO ILLNESS.

WHERE DOES STRESS COME FROM?

DR HANS SEYLE:

STRESS IS A RESPONSE OR EFFECT OF THE PRESSURE WE FEEL AND A PROLONGED STATE OF STRESS CAN CAUSE DISEASE - Dr Hans Seyle

ECKHART TOLLE:

STRESS IS CAUSED BY BEING 'HERE' BUT WANTING TO BE 'THERE'

BUDDHA:

NOT GETTING WHAT IS WANTED IS STRESSFUL

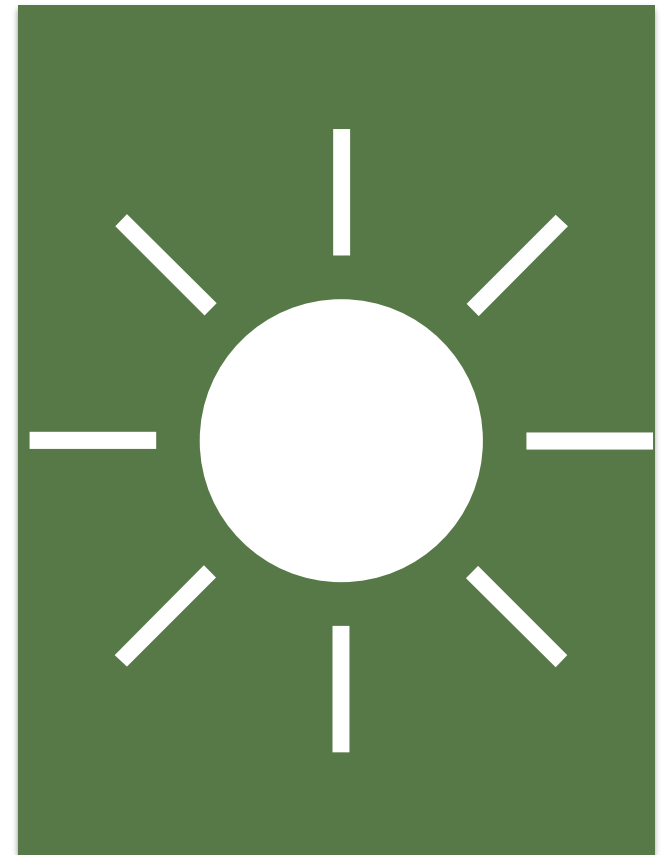
THE *SERIOUSLY* GOOD NEWS

IT'S NOT STRESS THAT IS THE PROBLEM, IT'S OUR
PHYSIOLOGICAL RESPONSE TO IT THAT MATTERS

WE CAN TRAIN OUR BRAINS TO FOCUS BETTER,
STRENGTHENING OUR ATTENTION, WHICH IS
SCIENTIFICALLY PROVEN TO REDUCE STRESS

WHAT MINDFULNESS **REALLY IS**

And the science behind it



ORIGINS OF MINDFULNESS

JON KABAT-ZINN IS FOUNDER OF MODERN DAY
MINDFULNESS (MBSR)

BUT IT'S NOT A NEW CONCEPT, IT'S A THIRTY FIVE
HUNDRED YEAR OLD SCIENCE OF THE MIND

COMES FROM THE WORD 'SATI' WHICH IS A PALI TERM
AND MEANS 'OBSERVATION', 'MEMORY', 'RETENTION
OF INFORMATION', 'PRESENCE OF MIND'

WHAT MINDFULNESS *IS*

IT'S A SKILL AND SET OF TOOLS

IT'S SOMETHING ANYONE CAN LEARN

IT'S SIMPLE AND SECULAR

IT'S ABOUT BEING AWAKE IN OUR LIVES, STAYING
FOCUSED, BEING PRESENT

WHAT MINDFULNESS *ISN'T*

IT'S NOT SOMETHING TO BELIEVE IN

IT'S NOT A DRUG

IT'S NOT POSITIVE THINKING

IT'S NOT MYSTICAL, NEW-AGEY OR RELIGIOUS

THE QUIET REVOLUTION

CORPORATE

Proctor & Gable
Aetna
Target
General Mills
Starbucks
Google
Intel
Apple
UnitedHealth Group
Sun Life Financial
eBay
Twitter
Nike
Deutsche Bank
Ford Motor Company
Genentech
FaceBook
McKinsey & Company
Astra Zeneca

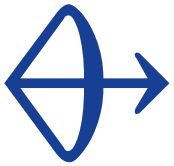
HEALTHCARE

Princess Margaret
Trillium Healthcare
St Josephs
University of Toronto
Atlantic Health System
Catholic Health Corporation of
Manitoba
CIGNA
Harbin Clinic
Ionia County Community Mental
Health Authority
Iowa Hospital Healthcare
Association
Long Beach Memorial Medical
Center
Mayo Clinic
University of Massachusetts
Medical Center
Valley Hospital

EDUCATION

Brookings Institution
Duke University
Ethical Culture Fieldston School
New York University
Rutgers University
New York University Stern School
of Business
University of Iceland
University of Southern California
UOfT
Harvard
Yale
University Massachusetts
PeterDrucker School Management
Toronto District School Board
Toronto Catholic School Board
Vancouver School Board
Halton Region School Board

NEUROSCIENCE, RESEARCH & BENEFITS



FOCUS

Research has found meditation helps us focus on tasks requiring sustained attention and in stressful tasks performed under time constraints. And we know our ability to learn new things is dependent on our ability to focus⁴



STRESS

Research has found meditation helps us reduce stress, anxiety, depression. Helps regulate stress response, reduce blood pressure and improve immune functioning.⁵



CREATIVITY

Research has found meditation helps us be more creative, deepen our insight and see things in new ways. Also over time as we learn to observe our thoughts more, we are able to connect dots and generate new ideas.^{6/7}



RELATIONSHIPS

Research has found meditation helps us listen more attentively, increases our compassion for ourselves and others and improves empathy.⁸

WE CAN'T STOP THE
WAVES

But we can learn to surf



RESOURCES

Research, Neuroscience

Mindfulnet

mindfulnet.org

American Mindfulness
Research Association

goamra.org

Retreats/Workshops

shinzen.org

eomega.org

wakeupkate.com

Apps

insighttimer.com

(free timer + guided meditations)

headspace.com

Teacher Training, MBSR

wakeupkate.com

Professional Training, MSBR

Centre For Mindfulness, in Medicine,
Health Care & Society/

<http://www.umassmed.edu/cfm/>

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Kater Kerr is President & Founder of Wake Up Kate, a company dedicated to offering dynamic experiential training in mindfulness based social and emotional skills for corporations, schools and healthcare. She is a keynote speaker, qualified MBSR teacher and leader in the areas of individual and organizational stress management, resilience and mindfulness. Follow her on Instagram or Twitter @wakeupkate_inc



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