

Panicking before you hit the Live button? Writer's block while trying to create copy? Heart beating out of your chest while giving a talk? Newsflash, your business is ready to scale. But your nervous system is not. Scalable systems in your business should also include your nervous system.

Hey, friends, welcome to the sustain your success podcast. This is the place where we do the inner work for entrepreneurs. Finally, discover how to sustain your success. truly surrender and enjoy life to its fullest. Hi, I'm Dr. Liana Rodriguez. I'm a business success mentor for high performance entrepreneurs like you, and a specialist at unlocking your next level with ease. My background in medicine trained me to see the bigger picture when you can't, as a two four splenic projector, I intuitively piece the big picture together for you and get to the root of what's holding you back, it's time to finally create a sustainable energetic strategy for your business and bio tune your way into a balanced masculine and feminine flow. So grab your headphones and your favorite drink, it's time to upgrade your mindset and truly enjoy your next level of success.

Last episode, I went into polyvagal theory and how your nervous system is connected to changes in your environment and social engagement. And I feel like I may have dived a little too deep on that one as an introduction to the nervous system regulation. So I apologize for that. But I'm a newbie at podcasting. And there's quite the learning curve. So I'm going to scale it back some today, no pun intended, and restart by explaining how to even tell the state of your nervous system. And before I explain, I'd like to pull the curtain back and tell you that working through nervous system dysregulation is something I do inside my coaching containers. Because being an entrepreneur, whether you're solo, or have a team that can bring up so many new challenges, whether it's your first or 10th rodeo in business, you never know what life is going to throw at you. Right. So one of the things that I learned in my journey early on is that you have to stay ready to roll with the punches, which means acting fast and not freezing up when things get overwhelming. So here's one of my favorite quotes about that, you'll never have to get ready if you stay ready. Which means by staying ready, you will be less prone to analysis paralysis, and burying your head in the sand when shit hits the fan. Right. So knowing the state of your nervous system is crucial to clearing out anything holding you back from making big moves. Ones that scare you, but won't kill you and taking things to the next level. And sometimes that mystery block you come up against is not something deep, esoteric or subconscious, even. It can be really simple. So I've decided to launch a mystery block mini mind, it's a four week group mastermind for female entrepreneurs looking to figure out what it is that they're coming up against, that's got them stuck, it is going to be a small group with limited spots. So I can be laser focused on helping you uncover your mystery block, which is my zone of genius. And I promise you, nothing lights me up more than this kind of work. And it's not even work for me. It's total energetic flow. So if one of these spots in the mystery block mastermind is yours, you can find that link in the show notes.

Now, how do we tell if we have a dysregulated nervous system? And listen, if you're new to this conversation, please don't feel bad because when I was in medical school, I never really even heard that term. Although it is really well known that in order for your body to heal from a chronic condition and lower inflammation, we need to activate your vagus nerve, right, it helps prime the systems of your body to allow healing to actually take place. Because when you're chronically stressed, or you're feeling like you're in imminent danger, that's clearly not a time to rest and heal. Now, I could get even more drilled down with this to a biochemical and genetic level. But I'm going to reserve that conversation for

my medical colleagues. But what you need to know is that it's important to have a good balance of sympathetic and parasympathetic activity in your body so that you can navigate the ups and downs of your business and even in relationships when we are in fight or flight response. And sympathetically driven our physiology changes to adapt and help us survive whenever we are feeling threatened. The main thing that happens is that our muscles tense up to respond and the blood that has to get pumped it gets pumped through them more forcefully than normal, which then causes our blood pressure to rise, because there's more resistance it has to work against. So our heart rate rises so that we can pump more of that blood to muscles. And then because everything's happening so much faster, our small airways have to dilate to help us breathe more easily, so we can have more oxygen. And then the faster we breathe, the more we can eliminate waste products of muscle cell metabolism, which is basically getting rid of carbon dioxide when we exhale. And the liver also dumps extra sugar into our bloodstream as a quick source of energy. So the normal description, which I gave you is really the defensive strategy for the sympathetic nervous system. So we can maximize our ability to fight or flee a situation that's threatening. But even in acceptable social engagement, our sympathetic nervous system can also be activated in a positive way so that it facilitates ease of social exchange, like speaking in public playing games, sports, and even foreplay before sex. So you see why this is necessary to know, then there's that gray zone where the sympathetic system gets activated, right, but you may not be physically engaged in violence or full on running from danger, where the physiological response you get is somewhere in the middle. Right. Two things like verbal aggression, an argument, you're witnessing other random acts of aggression, and even just by playing violent video games.

Now, one of the main physically visible symptoms of chronic stress and vagus nerve dysfunction are stiffness and pain in the neck and the shoulders. And there are two muscles I'm referring to that are responsible, and one in particular are your trapezius, your trap muscles, right? The typical tight shoulder muscles that people who are really like tense first when they're feeling super stressed. And I find it interesting that whenever someone makes a motion to massage someone's back, and they make that motion with both their hands massaging, it's like as if they're reaching for the traps, right to give them massage. So it's like almost inherent and natural for us to know that that's the first place to go to. So, another physical sign is low heart rate variability in this means that there's not a whole lot of flexibility to your nervous system. And it's easy to measure with a lot of wearable health tracking devices, right, one of my favorites being the aura ring. And I'll drop a link to the show notes if you've never heard of that. But it's the best one I've ever had. And heart rate variability is not your timing of your heartbeat per minute. It's not the resting heart rate. It's actually the timing in between your heartbeats. And you actually want a decent amount of variability in between heartbeats, not too much, because you could be in a bad situation, obviously, but you don't want too little either. And this is because your heart rate immediately responds to stress, depending on what the nervous system is telling it to do. And you want to be able to have it calm down once a stressful situation is over. Which in modern day society can vary, like numerous times throughout one day. So I want to touch on how this happens, right? How do we get stuck in a chronically sympathetic driven state. So the most common way is by barreling through our days without rest, or taking self care time for our bodies to take care of ourselves. And we end up losing sleep, or we're burning the candle at both ends. Because a lot of the time, high performance actually becomes correlated to how much work you can get done within a business day. Now, some of the ways this can look for you right is not being able to bring yourself to a calm state after having some sort of negative event happen, like a launch where no one bought, or a

bad interaction with someone, someone asking for a refund, even something super excitatory and positive, like a big money month or day can throw someone into stress and keep them up there because it's easy to bleed into the stressful thoughts of is this a fluke? Can I make this happen again.

Now, the other side of the coin, I also want to touch on as well because it's where your nervous system isn't in overdrive, but in a state of shutting down emotionally, mentally or socially. And it's a depressive like state where things get so overwhelming that you can shut down and withdraw right out in nature. This looks like an animal that's being attacked, like with its neck inside of a predators jaws. And it's in such a state of shock that it just shuts down and it goes limp. And then this response is actually what gets the predator to sometimes lose interest and just let it go and walk away. So it's kind I have like this inherent evolutionary response, we have to so much overwhelm. But when it comes to running a business, this can look like not taking any action to move the needle, because there are too many options, or not taking action because you tried something a few times and it didn't work. Or maybe for you, it's failing to follow up with people when they're asking about what you offer. Right. And one that I see so often, is people suddenly not knowing how to be human or socialized when it comes to getting on a call with another person to see if they're a right fit to work with. Right, whether you call it like a sales call discovery call, breakthrough call, whatever it is, the idea of talking to someone and telling them about your services, and how much they cost just automatically shuts you down. And the next really common thing I see people doing is shutting down at the mere idea of speaking their truth publicly, right. First of all, let's be real, public speaking itself is one of the most common fears humans have. But there have been legitimate repercussions to freely expressing yourself in Cancel Culture Society, and that's got people scared stiff, like literally. So there's no judgement around any of these behaviors, I just want you to know, because the truth is that fear can run really deep when we get shut down, especially when there are also underlying subconscious programs and desires that want us to belong and feel validated. So the moral of the story here is you need to have a flexible nervous system. You don't want to be in a chronically stressed state, or even a completely relaxed state all the time, as you just heard, some situations do require you to be sympathetic to be socially engaged. And the easiest place to start for you to get your nervous system flexible is by increasing your heart rate variability. And you can measure that with the aura ring. But if you want to know how to actively boost your heart rate variability, right, like how do you flex the muscle of it, not just look to see what it is and track it, you can do this by starting to get adequate amounts of sleep, right? Be honest with yourself, I don't have to go into my full on Doctor mode to tell you how much sleep you need to be getting. Or if you need to get more, right. Also, you can use earthing techniques to ground your body. So for me, it looks like having my feet in sand. Like when I go walk on the beach, I don't wear shoes. Or you can even use diaphragmatic breathing methods, which for me is like one of my favorite things to do. So it really is that simple. See, one of the things about introducing high performance with ease into your life is that you have to believe it can be easy. It really all starts there. Because if you believe something is going to be hard, then it will be hard. But the good news is that you can choose to believe something will be easy. And the caveat to that is once you do that you've got to take action and just do the damn thing to prove it to yourself. Alright, loviédovies until next time, sending the highest vibes your way.

Are all the pieces starting to come together. You were built for this. Let's keep the life and business longevity buzz going over in my Facebook group called sustain your success for lucrative ladies. And if you found any value in this episode, I would love if you left me a review so that I can help other women

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