



Poker-Faced Discontents: Men at Work

There's no doubt about it, men bring something different to the table than women—and that's a good thing. Whether it is in business, family, travel or sports, men definitely possess their own kind of stability, focus, and strength special to their gender. In business we have grown accustomed to the aggressive, assertive man in the boardroom, the steady wise leader in the office and the dynamic young professional developing relationships in the field.

The King of Hearts

For years, fathers, husbands and brothers went off to work early and returned later bringing home the bacon. Trends have changed and women are in the field. Now difficult domestic & international markets as well as disparate financial constraints, put men and women alike under incredible stress. According to the American Heart Society, heart Disease is the number one killer in the United States. Among those hardest hit are men. Add to that the National Cancer Institute's estimate that there will be 238,590 new cases of prostate cancer and nearly 30,000 resulting deaths. These alarming trends cue men to the importance of regular checkups and healthy lifestyles.

Calling A Spade

Even when men are wise to eat healthy and look after their heart, they often forget their *heart*. The deep core inside of them that no one is allowed to see. How many men come to work with clenched teeth and clenched fists—latent anger and resentment roiling under the surface of calm and control? These businessmen think they can stuff the anger, frustration and discouragement down far enough to appear as the magnanimous supervisor or astute team lead. The truth is that your personal issues *will* affect your work. Many men understand this, and grapple to apply leadership and team-building exercises while suppressing massive discontent.

Men have learned all of their lives to harness the Poker Face. It can be a great asset in some situations. Since childhood, today's business men have learned to scuffle to their feet again with bloodied and bruised knees and egos and tell everyone that the fall didn't hurt. It is easier to swallow the pain and "suck it up" rather than deal with the real issues driving one to sleepless nights, listlessness and low productivity.

Showing Your Hand

How can a top performing manager admit that he struggles with depression? Or a vice president concede that he feels worthless? These issues eventually spill over from the heart into the workplace. More notably, these silent Poker-faced discontents often rend the heart with drug addiction and suicide. The Drug Free America Foundation estimates that businesses lose \$100 Billion dollars a year because of substance abuse; and employees who abuse drugs are only two-thirds as productive as nonusers.

Equally frightening is that suicide is one of the top ten causes of death in the United States according to a 2012 report by the Center for Disease Control (CDC). Non-Hispanic white males have the highest incidence of suicide according to that same study which indicated that male suicide rates consistently dwarfs female rates across all ethnic strata. We are reminded of the recent tragic deaths of Mindy McCready who committed suicide just months after her boyfriend ended his own life.

Winning

In the world of business it is easy to be concerned with projecting an image of power and proficiency. Personal branding can take on too much meaning for the ladder-climbing executive. Men must not forget that a Poker Face cannot heal a wounded and over-stressed heart. It is essential to reevaluate priorities and reconnect with your core to remain fresh, refreshed and relevant to yourself, your employees and your business. A successful man in business is not always a successful man in the privacy of his own life. Whether your stresses come from business or personal struggles; you need a safe place to take off your Poker Face and win back the deal of a lifetime: *You*.

Audio soon to come...

Feb 20, 2013 12:55 am 0 Notes

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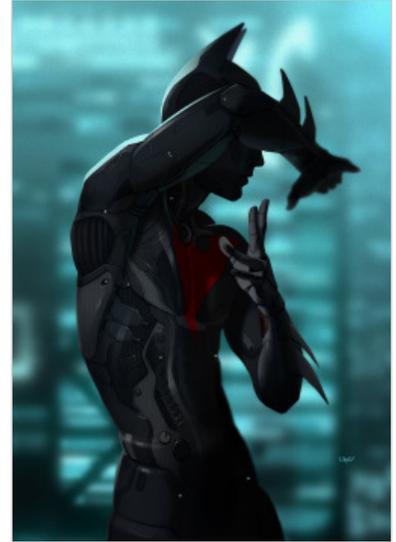
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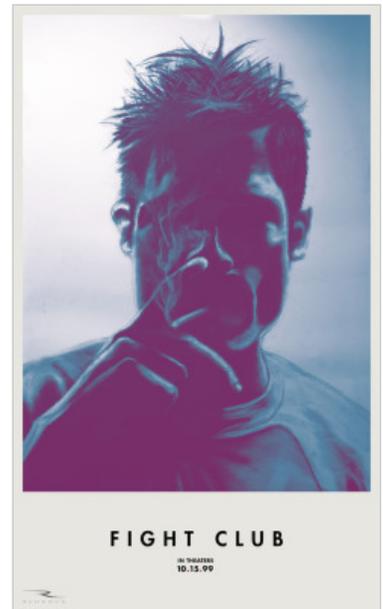


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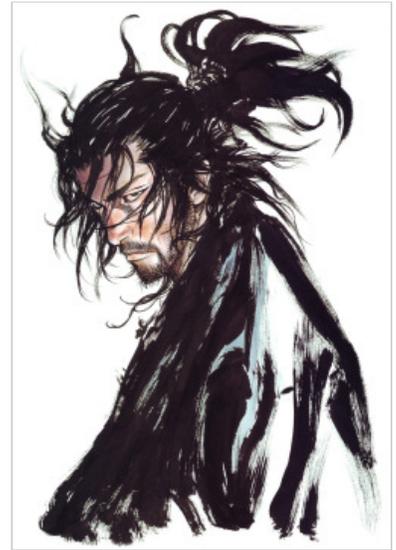


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