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HOLD FOR RELEASE UNTIL OCTOBER 12, 2018

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You, Frustrated? No, It's Your Brain

Obstacles Can Make You More Successful

TULSA, OK - October 12, 2018 - To be human is to be frustrated; but that's not a bad thing. In fact, it's one of our species greatest survival tools. Today is "Moment of Frustration Day".

"Our brains have evolved to make use of frustrations," says Oklahoma lawyer and author, Jim Lloyd. "Let's say we work hard for a juicy promotion only to have it snatched from us. We don't throw a tantrum because we might lose our job, which is worse than losing the promotion - but we are frustrated."

Lloyd explains, "That annoyance is our brain's signal to send out chemicals to heighten emotion and alertness. Used correctly, we can generate new ideas to get what we want and feel a surge of energy so we can take action on the ideas."

"For example, the biggest courtroom obstacles I faced in my career helped me create responses that surprised my opponents and I won those cases. My most frustrating cases are the ones I'm most proud of."

In short, disappointment heightens emotion. When we overcome a stumbling block the brain releases serotonin and we feel great.

When we anticipate success the brain releases dopamine and we feel energy to persist towards our goal. That creates efficient pathways in our brain so we want to keep doing the same thing. Frustration is a clue that it may be time to stop and try something else.

"Frustration drives creativity and open mindedness and is a sign of intelligence," Lloyd points out. "Our brain has evolved to keep our species at the top of the survival pyramid." Lloyd offers 7 tips to celebrate Moment of Frustration Day.

- Learn a new skill to make you better prepared the next time to take a run at that obstacle.
- Nurture yourself and someone else who makes you happy - coffee, tea, a meal, or a treat - spend time and tell them you appreciate them.
- Go for a stroll, a hike, or a bike ride to de-stress and get into a different mindset.
- Play music that makes you feel like dancing instead of letting anger build to unproductive levels.
- Take a nap to refresh yourself.
- Do something creative: color, write, sing... slow down and change your brain pattern.
- Sit in a hot tub, have a spa day, or take a sauna.

"October 12 is Moment of Frustration Day," Lloyd says. "Since everyone will be frustrated at some point in our lives, let's celebrate our brain's system of developing new strategies instead of focusing on disappointments."

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ABOUT LAWYER / AUTHOR JIM LLOYD

Jim Lloyd is the criminal defense lawyer during the trial based on his nonfiction crime book "*Almost A Murder*". During this epic legal battle, Mr. Lloyd was faced with overwhelming political and financial roadblocks. The book is distributed through Ingram and is available online at Barnes & Noble, Google Books, and Amazon. If you'd like more information, please call Dayna Hubenthal at 503/723-7392 or email daynah@kohopono.com. Visit the website, <http://AlmostAMurder.com>, for more information.