

Welcome!



Trauma-Informed Small Business Support

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Agenda

- Brief mindfulness
- Didactic
 - Overview of trauma's impact on the brain and behavior
 - Harnessing curiosity for connection
 - Strategies for meeting clients where they are
- Small group Client Vignettes
- Debrief and questions

Let's Take a Moment to Land



Why are we talking about this?



Goals

- Learn how trauma affects the brain and behavior
- Learn how to harness curiosity to create connection with clients
- Learn strategies for applying the entrepreneurial quality of flexibility to really meet clients where they are



So that we can:

- Have more clients that are 'coachable'
- Celebrate more client successes
- Increase our own personal fulfilment as our skills as advisors increase, helping more people



Key Takeaways

- A trauma-informed approach is a mindset applied across the board
- We don't need to know if someone has a trauma history
- Transparency and clear communication support safety and control
- We have expertise, but clients are the experts (of their lives)
- Curiosity build bridges and makes better maps!
- Quality over quantity increases impact
- Self awareness is vital



Impact of Trauma



Prefrontal Cortex

Rational thinking regulates emotions such
as fear responses from
the amygdala - with
PTSD this has a reduced
volume

Hippocampus

Responsible for memory and differentiating between past and present - works to remember and make sense of the trauma. With consistent exposure to trauma, it shrinks.

Amygdala

Wired for survival, when active it is hard to think rationally. The more hyperactive the amygdala is, the more signs of PTSD are present.



The brain creates templates





THE TRAUMA RESPONSE

FLIGHT

"run away from the bear"

remove self from situation

FREEZE

"play dead"

when flight and fight are not an option

body shuts down inability to think, speak, fight, or flight

FIGHT

"fight the bear"

when flight is not an option

verbally or physically attack

FAWN

"keep the bear happy"

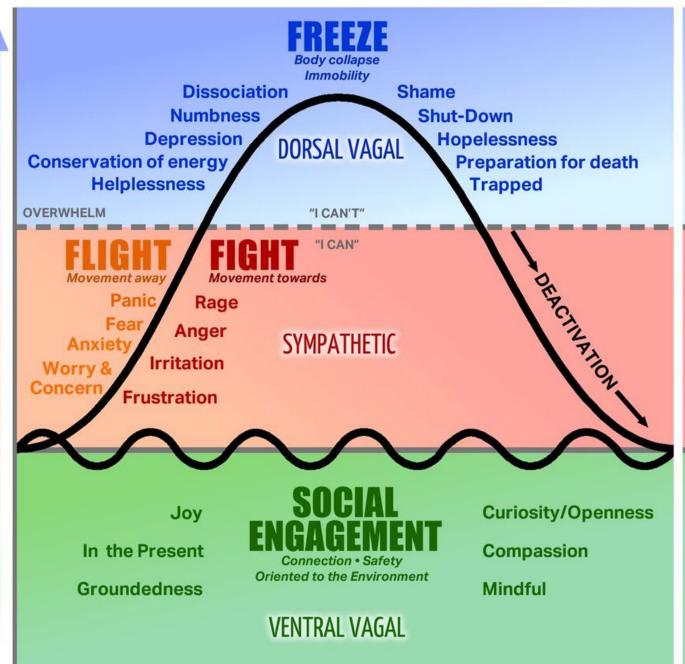
when there's no other option

do whatever it takes to avoid/diffuse danger

www.newmoonpsychotherapy.ca







PARASYMPATHETIC NERVOUS SYSTEM

DORSAL VAGAL - EMERGENCY STATE

Increases

Fuel storage & insulin activity Endorphins that help numb and raise the pain threshold.

Decreases

Heart Rate • Blood Pressure
Temperature • Muscle Tone
Facial Expressions • Eye Contact
Intonations • Awareness of the Human
Voice • Social Behavior • Sexual
Responses • Immune Response

SYMPATHETIC NERVOUS SYSTEM

Increases

Blood Pressure • Heart Rate Fuel Availability • Adrenaline Oxygen circluation to vital organs Blood Clotting • Pupil Size

Decreases

Fuel Storage • Insulin Activity
Digestion • Salvation
Relational Ability
Immune Response

PARASYMPATHETIC NERVOUS SYSTEM

VENTRAL VAGAL

Increases

Digestion • Intestinal Motility
Resistance to Infection
Immune Response
Rest and Recuperation
Circulation to non-vital organs (skin, extremities)
Oxytocin (neuromodulator involved in social

Oxytocin (neuromodulator involved in social bonds that allows immobility without fear) Ability to Relate and Connect

Decreases

Defensive Responses



Unconscious Belief: "People are Synonymous to Unconscious Belief: "Perfection and achievement will make me safe and love-able" danger" Isolates Perfects ON Survival Pattern: Escape into Survival Pattern: Avoid Human Contact Avoids People thought (obsession) and action (compulsion) Stuck in "off" Stuck in "on" Childhood conditions: The scapegoat, the most Childhood conditions: Hyperactive response to profoundly abandoned child. Not allowed to employ family trauma ranging between the driven "A" fight, flight or fawn responses student and the ADHD dropout running amok "Hide from the world" "Human-doings" Common characteristics: Hibernating, Sleeping, Common characteristics: Worrying, Performance Daydreaming, TV, Online-browsing & Video games Anxiety, Adrenalin-junkie, Over-achiever Outer Critic Voice: "Avoid the imperfect others" Inner Critic Voice: "I must do perfectly" Continuum of positive and negative: Continuum of positive and negative: Peaceful.....Catatonia FREEZE Efficient Type A "Couch Potato" Mis-labeled as: Depressed, DID, Mis-labeled as: OCD. Mood Disorder Schizophrenic, ADD (Bipolar), ADHD Disconnects from self The 4F Thinks Obsessively Trauma Averts to feel Safe Acts to feel Safe Personality Conforms to others wishes Types Rages at others Based on Pete Walker's model in the book Unconscious Belief: "The price of admission Unconscious Belief: "Power and Control "Complex PTSD: From Surviving to Thriving" to any relationship is the forfeiture of all my can create safety, assuage abandonment and needs, rights, preferences and boundaries" secure love" FAWN Survival Pattern: Please people Survival Pattern: Pursue Power and Control ("People Pleaser" Childhood conditions: Spoiled child, given Childhood conditions: Child of narcissistic parent, insufficient limits, allowed to imitate a narcissist learns early that bits of safety & love can be earned by as a compliant servant of parents Common characteristics: Incessant monologuing, Common characteristics: Entertainer, Yes man, Nice guy, High concern with Fitting-in, Flattering Criticizing, Raging others Outer Critic Voice: "Control and correct the "Keep others happy" "No relationships, just prisoners" Inner Critic Voice: "I'm imperfect, I must please" imperfect others" Continuum of positive and negative: Continuum of positive and negative: Connects with People Helpfulness.....Servitude Assertive Bullying YES NO Merges Controls

@ComplexTraumaHealing

Yes Man

Mis-labeled as: Codependent, D.V. Victim

Parentified Child



parent

Conduct Disorder

Mis-labeled as: Narcissist, Sociopath,

Rejects opinions

Curiosity for Connection



Curiosity builds empathy, and empathy builds genuine connection



"Empathy is crucial for authentic connection. It empowers you to connect on a deeper level as you recognize and validate the feelings of another. When you approach relationships with curiosity, empathy grows.

Conversations go beyond the simple exchange of information to shared moments of understanding."

Domenic Romano in Inc.'s
How to Use the Art of Curiosity to Build Genuine Connections
https://www.inc.com/entrepreneurs-organization/how-to-use-art-of-curiosity-to-build-genuine-connections.html



Setting the Foundation

- Invite feedback
- Give them control
 - Preferred communication method
 - Preferred processing method
 - Accessibility needs
- Other experience with TA
 - What worked, what didn't

Setting the Foundation

- Use clear and transparent communication
 - Format emails clearly
 - Structure call agenda clearly
 - Use bullet-pointed action item emails
 - Explain what you are doing and why



Centering the Client

- Be truly interested and actively listen
- Get curious about their "why"
- Use reflective statements
- Infer but clarify
- "Tell me more"
- Avoid reframing



Taking Care of You

- Curiosity has to be genuine people can tell!
- Having an off day? Be transparent, model
- Having trouble being curious?
 - Is it only a certain client?
 - Is it most everyone?
- Selfcare is mandatory!



Flexibility as an Advisor



Quality over Quantity

Numbers can tell stories, but what story do you want your numbers to tell?



People who have experienced trauma have a barrier that others don't

Any barrier can make asking for help overwhelming, and make trust feel threatening

Meet people where they are by moving at the speed of trust



What does this have to do with flexibility?

- Trauma can impact anyone, but...
- Certain factors increase prevalence:
 - Poverty
 - Connection to the military or exposure to war
 - Certain developmental and intellectual disabilities
 - Addiction
 - Membership in groups often targeted by hate crimes
 - Incarceration



- Many of our clients experience or possess these factors
- The different ways trauma responses can show up in behavior mean we have to be willing to adapt our way of working to the individual
- "What does the client need?" vs. "This is how business advising looks"



Numbers can tell stories, but what story do you want your numbers to tell?



- Our business expertise is 'what' we offer clients
- A trauma-informed approach is about 'how' we offer it
- Review:
 - Transparent and clear communication
 - Genuine curiosity
 - Affirm and reaffirm the client is in control



- Model slowing down
- Model mindful presence
- Model play/creativity
- Model intentional decision making



- If anxiety and difficulty with focus and organization are present for the client:
 - Be curious about what works for them
 - Break down advice into clear steps and move one at a time
 - Reinforce peer support for accountability/cheerleading and body-doubling
 - Expect and plan for shorter, frequent connection points



- In general:
 - Respect when people are in listening mode
 - Avoid putting quieter folks on the spot in groups
 - Emphasize choice
 - Follow up with people who no show or leave mid-way and be curious about barriers



- In general:
 - Always do warm introductions, AND get permission first
 - Normalize challenges, normalize not knowing
 - Nurture collaboration with other TA providers
 - Maintain a list of community resources



Extras:

- When asking members of the BIPOC community, the LGBTQIA+ community, the disabled community, and others to provide a service, consider:
 - Be mindful and transparent with the ask
 - Acknowledge you are asking for emotional labor also
 - Be particularly transparent when you are unable to compensate
 - find ways to ensure it's mutually beneficial
- Stewardship ensure that our advice aligns with the client's values, and supports community resilience



Pause



Client Vignettes



Small group discussion

- 25 min
- Choose a notetaker
- Choose a speaker
- Choose 1-2 vignettes to discuss as a group
- Prepare the speaker to share your takeaways



Debrief and Questions



Thank you!

Please reach out!

Email is best:

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