

MEDIA RELEASE
3 July 2014

‘Tapping’ - The Solution to a \$6.5 Billion Dollar Stress Crisis for Australian Business

Stress related compensation claims have doubled to over \$10 billion dollars annually with Australian businesses losing over \$6.5 billion each year by failing to recognise symptoms and provide early intervention for employees with mental health conditions

But now there is a scientifically proven solution that literally gives employees the ability to reduce workplace stress right at the end of their finger tips!

Emotional Freedom Technique – Tapping — is a scientifically proven energy technique, combining ancient Chinese acupressure and modern psychology to create dramatic and often life changing results, especially in the treatment of stress and anxiety related conditions.

It has been researched in over 10 countries, by more than 60 investigators, whose results have been published in more than 20 different peer-reviewed journals

Gold Coast Tapping Expert Sally Thibault, together with Dr Peta Stapleton, Associate Professor of Psychology at Bond University and one of the world’s leading researchers in Tapping, have combined together to create a seminar helping people deal with one of the biggest stressors – the stress of money and feeling overwhelmed.

“Stress is one of the biggest contributors to mental illness within a workplace, and tapping is a simple technique, that once learned can have massive implications on a person’s ability to cope with stress and ultimately their impact on their daily working life” says Sally

“Especially at this time of the end of the financial year, the mood shifts to money and the stress around it. Hence Dr Stapleton and I have teamed together to present a seminar to help people deal with both”

Once learned and mastered, Tapping becomes something people can do to reduce stress quickly and effectively whenever required. This in turn allows them to truly give their best at all times in their chosen field of expertise.

"Dr Stapleton's work in the area of Emotional Freedom Technique is ground breaking and she has been the perfect person to team with to ensure that participants truly release the stress around money and their career to help them build successful lives."

Sally said Tapping is so effective because:

- **It works by helping lower Cortisol levels in the body.** Cortisol, the stress hormone is responsible for the flight/fight or fear response and underlies much of the anxiety people experience when they are balancing stress at work or money worries.

- **Tapping is gaining acceptance because it can be done easily by the client.** Once learnt, Tapping can be used quickly and effectively, anytime and anywhere, making it an affordable and empowering technique.
- **Tapping can be adaptable** Tapping works by releasing stress thus helping the employees or Business owner think more clearly and make better decisions.

Mrs Thibault said once people learn how to release their anxiety or stress it not only impacts on them, but their whole family and ultimately on their success at work or in business.

Tapping is now a worldwide phenomenon that is transforming beliefs that have previously taken years to identify and release using traditional therapies.

The Your Money Signature Seminar will take place at Bond University on Saturday 12 July

About Sally Thibault

Sally Thibault is a Professional Speaker, Counsellor and EFT Practitioner . She is the author of three books and has been featured on Australian and US TV, Radio and Print Media. She is a Guest Lecturer and Curriculum Advisor at the University of South East Queensland, (USQ) and presents regularly at Conferences, Seminars and Professional Development days for Business owners, Educators, Parents and Health Professionals, and creator of **Your Money Signature program**. She is currently the Parenting Expert on Radio 96.5 and *Queensland's Cancer Council Live Well, Be Well Radio* and runs a busy and thriving EFT Coaching practice.

About Dr Peta Stapleton

Dr Peta Stapleton is a registered Clinical and Health Psychologist in Australia, and Assistant Professor at Bond University. With over 20 years experience Peta is one of the world's foremost researchers in the field of Emotional Freedom Technique, leading a world first randomised clinical trial investigating the impact of Emotional Freedom Techniques (EFT) in the treatment of food cravings in overweight and obese adults. She is currently comparing EFT against Cognitive Behavioural Therapy for food cravings; EFT for healthy eating, physical activity and resilience in 12-18 year olds; EFT for academic Fear and Failure in 12-18 year olds; and EFT versus CBT for Depression in Adults.

##ENDS##

High Resolution Images and Interviews Available Upon Request

Media Contact

Sally Thibault

Ph 0414 770880

sally@sallythibault.com.au Twitter @SallyThibault

LinkedIn - Sally Thibault Facebook: SallyThibault