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4 EMOTIONAL LEVERS OF BUSINESS GROWTH

Emotional Intelligence is a Nervous System State



The 4 Emotional Levers Are Nervous System Outputs

Your ability to lead, direct, sell, and stay visible? It doesn't just come from mindset. It comes from your nervous system. If your nervous system is regulated, your emotional levers give you infinite access to:

- ✓ Self-trust
- ✓ Capacity to hold intensity
- ✓ Alignment with your work

But when your nervous system is dysregulated?
Emotionally, you are:

- ✗ Busier than the government going nowhere, or in collapse
- ✗ Ghosting, defensive, avoidant, and kind of mean
- ✗ Hiding at the idea of being seen





Lever 1 – Secure Attachment to Self

Definition: The inner anchor that keeps us grounded – AND – moving toward our True North despite circumstance. We no longer outsource our worth to external wins or losses. We walk our path, it doesn't maladapt because of someone or something.

Inner narrative: “I know and love who I am. I trust the process”

In Your Business, This Looks Like:

- ✓ Responsive Leadership that co-regulates others.
- ✓ Messaging anchored in identity — not performance or trends
- ✓ Self-led decision-making without over-seeking advice

Core Practices:

1. Nervous System Care Practice
2. Emotional Regulation Practice
3. Identity Mapping & Embodiment



Lever 2 – Emotional Capacity & Containment

Definition: Nervous System Regulation while navigating the parts that don't go to plan — from failed launches to rejection —we no longer spiral, ghost people, burn out, or get reactive & defensive.

Inner narrative: “Nature’s timeline is better than my timeline. Nature’s plan is better than my plan. Let’s go... Next!?”

In Your Business, This Looks Like:

- ✓ Follow-through during launches and visibility stretches
- ✓ Adapt & Go when facing rejection or silence
- ✓ You hold your plan lightly, allowing the process to refine it

Core Practices:

1. Nervous system resourcing
2. Capacity & Edge mapping
3. Breathwork and movement to regulate state





Lever 3 – Alignment & Authenticity

Definition: A felt coherence between self and service.

Inner narrative: “I’d rather the whole world be against me than my own soul.”

In Your Business, This Looks Like:

- ✓ What you sell is rich with fuel, inspiration and fun
- ✓ Messaging that flows from lived experience, not performance
- ✓ Purposeful visibility without pushing or posturing

Core Practices:

1. Energy Audits
2. Business model alignment to lifestyle
3. Engaging The Pause — waiting for the felt sense of coherence & congruence before saying ‘yes’



Lever 4 – Relational Maturity, You Are Conflict Proof

Definition: We meet conflict with compassion, knowing our tone and delivery will either regulate or dysregulate the other person's nervous system. We speak truth with care, not to win, but to connect. Boundaries stay intact. Differences are welcomed. Repair is possible, without losing ourselves.

Inner narrative: “I grow inside community and navigate tension with grace.”

In Your Business, This Looks Like:

- ✓ Kind, boundaried communication with clients & peers
- ✓ Less emotional leakage or avoidance in business relationships
- ✓ Deepened trust, stronger retention, and healthier collaboration

Core Practices:

1. Nervous system grounding before/during/after
2. Repair frameworks (Rupture → Responsibility → Repair)
3. Spotting emotional projection/pattern repetition





In The Absence of These 4 Emotional Levers?

It's a mess. Without a grounded nervous system, we react instead of respond, build from urgency instead of alignment, and struggle to sustain the growth we create.

Symptom 1: Inconsistent Execution — Projects stall, launches get abandoned, and we ghost our own business when things feel too intense or uncertain.

Symptom 2: Emotional Reactivity — We spiral in the face of rejection, take feedback personally, or make impulsive decisions we later regret.

Symptom 3: Leadership Drift — We outsource decisions, chase validation, or shape-shift our offers to fit trends instead of trusting our truth.

Symptom 4: Relationship Strain — Boundaries blur, communication collapses, and we either avoid conflict or bulldoze through it, eroding trust over time.

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Coming Soon!

Co-regulate your business growth with me

A 16-week business growth experience designed for nervous system-informed practitioners, coaches, consultants, doctors with a commercial interest in the 40+ professional and/or corporate audience.

This program takes you on a journey through 3 core areas:

1. You and Your Nervous System
2. Your Personal Brand & Thought Leadership
3. Your Business Growth

DM 'ALIGN' to get the program details, or subscribe at shannoneastman.com



BUSINESS GROWTH INSIDE AND OUT.

I'm Shannon Eastman. I work inside the intersection of nervous system intelligence and business growth. I'm committed to building a world where nervous system intelligence across businesses is simply the norm.



NervousSystemEconomy.com

Integrating Nervous System Intelligence across business.



whoturnedthelightson.com (podcast)

Conversations for people committed to self-regulating inside a dysregulating world.



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Catalyst. Strategist. Architect of nervous system-informed growth for purpose-led practitioners and business leaders.



nsqlabs.com

Growth strategy for practitioners + wellness products.

