Action Crisis

Imagine you set a goal, namely, presenting a new product to the market. You are motivated and already worked hard for a while. However, suddenly your project stops running smoothly - financial difficulties occur, one of your main supporters jumped off. Now you have to decide for or against making further investments. At this point you may experience an *Action Crisis.*

*Action Crises* are associated with disengagement and loss of motivation. They may cause stress due to fear of failure and threats to self-identity.

You can overcome an action crisis by re-evaluating your goals and focusing on your current state of resources. You may ask yourself: What do you need to be able to decide whether to continue or not? What would be the next step? Think pragmatic and evaluate your options realistically.