



Phoenix⁵ Launches Stop Settling® Quiz to Improve Wellness and Productivity for Professionals and Companies

Half Moon Bay, CA, May 16, 2018 – [Phoenix⁵](#) announces the launch of its [Stop Settling® quiz](#), a survey to determine when and where professionals are settling in the five key facets of life: career, family, friends, community, and health & wellness. Analysis of each quiz will be shared back to every respondent to yield insights and trends about how individuals are and are not unconsciously settling in the main areas of their lives.

After taking the quiz, each respondent will be given a primary and secondary trait that represent the facets that the respondent prioritized the highest, both currently in their lives and their desired state.

Creator of the quiz Phoenix⁵ Founder and CEO Dana Shaw-Arimoto explains that settling isn't necessarily a bad thing. Settling *unconsciously and habitually* is. This includes making trade-offs with your time that you may or may not make otherwise. However, when you choose to settle in and settle down *consciously*, it can be the most sanity-saving, joy-inducing, productivity-generating habit you have. It is crucial and imperative that you make yourself aware of unconscious habits and break the cycle of involuntarily settling.

“The quiz is a critical piece of the Stop Settling movement,” said Shaw-Arimoto. “We are seeing the excitement for Stop Settling build, and the analysis of each participant’s responses is empowering those professionals to make immediate change in their lives. When people achieve their holistic, authentic selves, it’s not just for them - it has incredible impact on everyone around them, including the companies for which they work. There is a direct correlation to company productivity and ROI. It impacts everything.”

To take the Stop Settling quiz, [click here](#).

Respondents who have recently taken the survey shared their thoughts:

“It wasn’t until I realized that two of my five life facets were out of synch with the other three and, in fact, interrelated to one another, that I had a life epiphany which has taken me 20 years to ‘get.’ This happened within several minutes after taking Dana’s Stop Settling quiz...Now, I know what to do next in order to live the rest of my life as an empty nester without fear as to how I’ll fill that void. I look forward to taking the quiz again periodically or dare I say episodically! Thank you for simplifying something so complex that I could not see it,” said Freelancer at a Silicon Valley Start-Up.

“In less than five minutes, I chose to make trade-offs for my desired life differently. I feel like I was sleepwalking through life, on autopilot, pushed and pulled in so many directions between my corporate career, kids and partner, that the one thing that was really critical to my happiness and longevity was a place I was always settling...Now, I know that my company needs healthy, vital leaders as much as productive ones and my family is thanking me for making time for my own health and quality of life,” said CHRO of a Fortune 50 Corporation company.

About Stop Settling®

[Stop Settling®](#) is a mindset, method and ultimately a movement created by Dana Shaw-Arimoto to help individuals and companies organize and prioritize what is important to them in terms of career, family, friends, community, and health & wellness. Shaw-Arimoto's book on Stop Settling will be released in 2019 and will incorporate findings of the quiz.

About Phoenix⁵

[Phoenix⁵](#) advises executives and teams on creating leadership through maximizing their individual strengths and workforce mix. Founder Dana Shaw-Arimoto created the Stop Settling® mindset, a method designed to help individuals and companies organize and prioritize what is important to them in terms of career, family, friends, community, and health & wellness. StrataGEM® helps organizations develop GoToMarket assessments, channel partnerships, advisory boards, M&A preparatory work, and market research, delivering an actionable and manageable roadmap to help companies reach their full potential. The Phoenix⁵ mission is to help leaders of all kinds experience the wildly positive impact of having it all by working holistically.

Learn more at www.phoenix5th.com and connect with us on [YouTube](#), [LinkedIn](#) and [Twitter](#).

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