



Petra Brunnbauer is an award-winning Wellbeing Coach, founder of The Jörni® wellbeing platform, and host of the globally-ranked Jörni Podcast. With a Master's in Psychology and as a doctoral student in Mind-Body Medicine, Petra is committed to advancing holistic approaches to health and healing.

The Jörni offers holistic healing programs that support individuals in reclaiming their mental, emotional, and physical wellbeing. Inspired by her personal journey through chronic stress and burnout, Petra created The Functional Freeze Formula™, a groundbreaking book and methodology that provides an innovative approach to managing Functional Freeze and chronic stress.

Through The Jörni, the book, podcast, and speaking engagements, Petra frequently collaborates with women professionals and entrepreneurs, guiding them beyond the grip of overwhelm to reconnect with their inner resilience and create vibrant, purposeful lives. She has served as a moderator and panelist in various discussions on wellbeing and holistic health, as well as hosting impactful virtual events such as the Holistic Wellbeing Summit, which brought together over 40 global experts.

It is Petra's mission to make holistic healing accessible and transformative, empowering individuals worldwide to take charge of their wellbeing and thrive.



# Talking Points



## **The Functional Freeze Formula (Book)**

A Guide to Understanding and Managing Chronic Stress Overload

## **The Functional Freeze Formula (Methodology)**

A holistic approach to managing Functional Freeze and regulating your nervous system.

## **What is Functional Freeze?**

Understanding this often-overlooked stress response and its impact on daily life.

## **Women and Functional Freeze**

Unique challenges faced by professional women and entrepreneurs in high-stress environments.

## **The Link Between Chronic Stress and Chronic Pain**

How unresolved stress contributes to physical pain and how to address it holistically.

## **Chronic Stress in the Mind and Body**

The biological and neurobiological effects of chronic stress and how they shape our health.