

*STRESSMASTER INTERNATIONAL  
ASSOCIATE & AFFILIATE LICENSING PROGRA*



**NETWORK OF INDEPENDENT ASSOCIATES**  
USA | CANADA | MEXICO | ARGENTINA | NORWAY | POLAND | HUNGARY | SLOVENIA | ROMANIA  
SOUTH AFRICA | INDIA | JORDAN | SAUDI ARABIA | AUSTRALIA

## ASSOCIATE & AFFILIATE LICENSING PROGRAM



The **Stressmaster Associate and Affiliate Licensing Program** enables trainers, coaches, wellness, stress management, mental health and health professionals to purchase our assessment and training/coaching tools at a wholesale or discounted rate. Associates may use our evidence-based materials in their own training or coaching programs or resell to corporate trainers and other professionals for increased revenue. Interested professionals with training, counseling and coaching experience may apply, such as:

- ***Independent Trainers with or without stress management experience***
- ***Wellness Professionals***
- ***Health Related Professional Coaches***
- ***Stress Coaches***
- ***Integrative Health Professionals***
- ***Psychologists/Psychiatrists***
- ***Physicians & Nurses***
- ***Social Workers***
- ***Others as approved***

Upon approval, both Associates are provided with over 30 state-of-the-art stress mastery training and development tools including access to the on-line and print version of the **Stress Mastery Questionnaire (SMQ)** and **Stress Mastery Program**, plus professionally developed Powerpoints, videos, business development (marketing) materials and the **Stress Mastery Program Facilitators Manual**.

With our tools, support and training, independent professionals are now able to expand their professional training or consulting businesses, add incremental income and to improve any stress management or wellness training or coaching program. Over 80 Stressmaster Associates are helping to reduce workplace stress in 15 countries including the US, Canada, Mexico, Norway, Slovenia, Wales, South Africa, Nigeria, Poland, Jordan, India, Iran, Hungary, Romania, UAE and Saudi Arabia. For a complete description of the benefits of becoming an Associate, please click here [FAQ](#).

*We've been working with Jim and his Stressmaster Assessment for close to 20 years. What Jim has developed is one of the best assessments that I've seen out there for helping people understand their stress load and then being able to manage their stress and overcome their stress.*

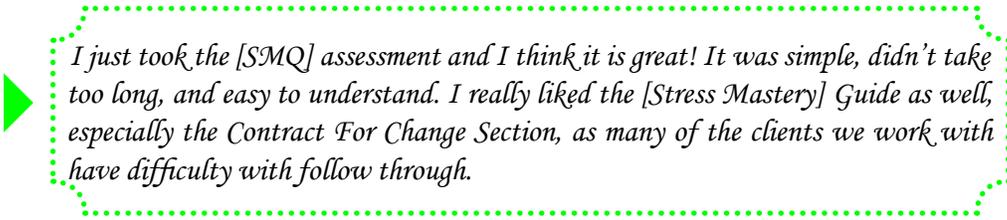


## **THE STRESSMASTER ASSOCIATE LICENSING PROGRAM**

Professional trainers, coaches, counselors and consultants are invited to apply to become a licensed **Stressmaster International Affiliate or Associate**. Stressmaster Associates and Affiliates have immediate access to our 30+ years of stress mastery experience and our evidence-based, proven effective stress mastery training and development materials, including the internationally recognized **Stress Mastery Questionnaire (SMQ)**. Both Associates and Affiliates have access to our training and coaching tools, techniques and programs to expand and improve their current stress management program or create a new stress mastery program based upon the **Total Stress Mastery Program** model created by Dr. James Petersen, Ph.D.. With Stressmaster International, you can experience a growth of your professional practice, training or coaching, including increasing your. . .

### **REVENUE!**

**PROGRAM EFFECTIVENESS**  
**PROFESSIONAL CREDIBILITY**  
**BUSINESS MARKETING ACUMEN**  
**PROGRAM DEPTH AND QUALITY**  
**SERVICE OFFERINGS AND PROGRAMS**  
**TRAINEE EXPERIENCE SATISFACTION**  
**ABILITY TO HELP OTHERS MASTER STRESS**



*I just took the [SMQ] assessment and I think it is great! It was simple, didn't take too long, and easy to understand. I really liked the [Stress Mastery] Guide as well, especially the Contract For Change Section, as many of the clients we work with have difficulty with follow through.*

## **BENEFITS**

### **INCREASE YOUR REVENUE**



Licensees boost revenue through the use and integration of our Stress Mastery Program into their own professional development services, training or coaching, as well as in the resale of our materials to their clients and other trainers. In addition, we refer leads and contacts to our active Licensees for stress mastery training, coaching, and consulting. Our goal is to help you build your professional business!

### **LEARN FROM OUR EXPERIENCE**



As experts in stress assessment, stress mastery training and stress coaching we strive to create the best and latest tools and techniques that make for a highly effective stress management program. We offer a way to enhance and expand the effectiveness of your existing programs or, if you are developing a new stress management program for your company, we provide the tools and support you need to design and deliver a truly effective program.

### **GET TRAINED**



Associates receive training on how to integrate the SMQ into their programs, resell the SMQ to other companies and organizations for internal training, or develop marketing and advertising strategies to maximize sales. Training is provided by Zoom, eLearning and Webinars. If there is a specific need, we work with each Associate to solve a problem or create a new solution to a challenge.

### **ACCESS SUPERIOR MARKETING & SALES MATERIALS**



We assist Associates in marketing their seminars, workshops and training programs through professional marketing flyers and brochures on an as needed basis. A flyer can be quickly tailored to your needs by our talented team of graphic and web designers. We have extensive marketing and sales experience and can design brochures, flyers or other collateral for your use. We can help Licensees improve their image or design a total corporate identity package. Each job is priced according to the specific job/task.

*Thank you so much for the SMQ. I did it just now and it is spot on. It is really good because it shows you in what area of your life you have stress and also how much the stress is. It is not time consuming at all, that is a really big plus. People don't want to sit for instance an hour or more filling in answers. I can see now why this is really successful.*

## **THE STRESS MASTERY PROGRAM**

Bring your training, coaching and consulting to a higher and more professional level with the **STRESS MASTERY PROGRAM**. Associates have access to the all of the **STRESS MASTERY PROGRAM RESOURCES** that enables trainers, program facilitators, counselors or stress or wellness coaches to deliver highly effective stress mastery training or coaching programs. The **Stress Mastery Program** is comprehensive and includes:

### **STRESS MASTERY QUESTIONNAIRE (SMQ)**



The SMQ has been **Certified by the American Institute of Stress (AIS)** and has been awarded its Stress Product Award. Each client or trainee begins by taking the SMQ. The SMQ provides a clear understanding of one's stress and, through training or coaching, how to make changes in behaviors and attitudes that will have a positive impact on stress levels, performance and quality of life. The SMQ is designed around three main areas (**Stress Warning Signs, Stress Effects**) on 11 scientifically developed scales. Learn more . . . [SMQ BROCHURE](#)

### **STRESS MASTERY REPORT**



After completing the SMQ each person receives his or her personal Stress Mastery Report (19pp). This Report show their level of stress "risk" on each of the 11 SMQ scales. In addition, the Report shows how one answered each of questions on scale. This information is vital to developing a plan for stress mastery. Click to see an example of the [STRESS MASTERY REPORT](#)

### **STRESS MASTERY GUIDE**



In order for participants to better understand their **Stress Report** and the meaning of each SMQ scale, a copy of the **Stress Mastery Guide** provided. The Guide helps interpret the results of the SMQ and is used interactively with the participants or clients during the course of the training or coaching. Click to see the [STRESS MASTERY GUIDE](#)

### **STRESS MASTERY WORKBOOK**



The **Stress Mastery Workbook** provides specific exercises to help trainees or clients gain the knowledge and skills necessary to reduce and master stress. Specific exercises have been developed or each of the 11 SMQ Scales. Click to see the [STRESS MASTER WORKBOOK](#).

*I love the Stress Mastery Guide . . .very comprehensive and is well done. Dr. Petersen's work is devoted to helping employees in high-stress organizations do more than "cope" with stress. Instead, they are guided to the awareness and tools that allow them to thrive, achieving mastery over stress.*

## TRAINING & COACHING



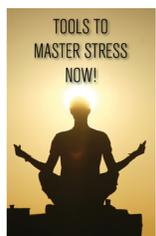
Information alone will not necessarily produce change. In the hands of a good trainer, counselor or coach, the feedback provided from the Stress Report, Stress Mastery Guide and Workbook, through experiential training and coaching will facilitate change and personal growth toward stress mastery. In order to assist Associates or Affiliates to deliver high impact stress mastery programs, we provide personal and small group coaching and eLearning programs through live and recorded webinars. See all the [Resources Provided to Associates/Affiliates](#).

## MOTIVATIONAL POSTERS



Our Stress Mastery Motivational Poster Series (8) are designed to encourage trainees to respond to work and life's stressors in more productive and beneficial ways and to encourage them to reduce and lower stress for peak performance, better health and productivity. Our stress mastery products are based on positive psychology, meditation and mindfulness and will enable your employees to keep stress at optimum and productive levels. To see All Posters, click [HERE](#)

## STRESS MASTERY GUIDES



Stress Mastery Desk Guides are a terrific resource to help your trainees and clients understand their stress and what to do about it whenever needed. Produced in a glossy 8.5" X 11" tri-fold, employees are provided with evidence-based tips, suggestions and techniques for how to understand, reduce and master stress. When an employee is under stress, he or she can take out the Guide to find the best way to deal with their stress right now. The Guide provides evidence-based ways to reduce, manage and master stress, so that they can function at optimal levels and peak performance. To see the Desk Guides & Order, click [HERE](#)

## STRESS MASTERY POCKET GUIDES



Stress Mastery Pocket Guides are a portable referenced tool that can be slipped into a wallet or purse and pulled out when needed. The Stress Mastery Pocket Guide provides trainees and clients with essential information, strategies and techniques on how to reduce

▶ *As an executive coach, trainer, and team developer, I have searched for a good stress assessment tool for use in our programs. Having scoured the internet for over 10 years, we have found your stress "risk" assessment tool, called the Stress Management Questionnaire (SMQ), to be the best tool for the programs we do with our corporate clients.*

## TRAINING & COACHING RESOURCES

Licensees are provided with all the tools, assessments and knowledge to design, conduct and market a highly effective stress mastery program or to integrate into a coaching or therapy session. Following are some of the 30+ Resources provided . . .

### STRESSMASTER FACILITATORS MANUAL



The Stress Mastery Facilitators Manual (143pp) is based on our 30 years of designing and implementing stress mastery programs for companies and organizations worldwide. The Manual provides trainers and program developers with the most effective stress mastery assessment tools, techniques and training strategies currently available and shows how to integrate the SMQ into any stress management or stress resilience program. The Manual is accompanied by examples of workshop outlines for use in any company or organization..

**Click to see the [Table Of Contents](#).**

### POWERPOINTS: A GUIDE TO STRESS MASTERY



Licensees receive a copy of the Stressmastery Power Point presentations called "How to Become A Stressmaster" and several others. These Powerpoints are used as part of a general stress management program and provides a professional level support for key points and topics. The Powerpoints can be used in total or in sections as the need arises. A new Power Point is available for those working in the field of corrections and law enforcement.

### CUSTOM INDIVIDUAL AND GROUP REPORTS



In addition to providing the above products and support to both Associate and Affiliate Licensees, customized reports, charts and graphs can be created for use in your training, coaching or corporate consulting. Click on the image to enlarge and see all reports and graphs. To have our team created these charts and graphs for your training program, contact us for details and pricing. **To see examples click [HERE](#)**

*"I would just like to recommend the Stress Management Questionnaire (SMQ) as a key organizational tool to help employers to effectively identify AND help manage stress within the workplace."*



## STRESSMASTER SMQ LICENSING PROGRAM



### AFFILIATE LICENSE

Includes Facilitators Manual

Does **Not** Include Training or Marketing Resources

### STRESS MASTERY PROGRAM

15 SMQ Access Codes + Link to Assessment Portal 15

[Stress Mastery Report](#) - 19pp - pdf

15 [Stress Mastery Guide \(51pp\)](#)

1 [Facilitators Manual](#) - 137 pages

**LICENSE = \$750**

*“Having scoured the internet for over 10 years, we have found your stress “risk” assessment tool, called the Stress Mastery Questionnaire (SMQ), to be the best tool for the programs we do with our corporate clients. Thank you for working with us and our clients, as Stressmaster and your Stress Mastery Questionnaire will remain as an integral part of our program going forward.”*

**S. R. (Stressmaster Associate & Senior Leadership Coach)**

## ASSOCIATE LICENSE

Marketing materials are NOT included in the basic Associate License.



### 15 SMQ Access Codes + Link to Assessment Portal

15 [Stress Mastery Reports](#) - 19pp - pdf

15 [Stress Mastery Guide \(51pp\)](#)

1 [Facilitators Manual](#) - 137 pages

### How to Conduct Stress Mastery Workshops

(Videos & PowerPoints )

### How to Use the SMQ in a Corporate Training Workshop

(Video Interview with Corporate Trainer)

### How to Change Automatic Negative Thoughts

(Exercise and Worksheets)

### How to use the SMQ in a company coaching setting

(Video interview)

### How to use the SMQ with a coaching client

(Two webinar videos + pdf)

### 2 hours coaching with Dr. Jim Petersen

(Coaching on stress mastery program design)

**RETAIL VALUE = \$1,795**

**CLICK TO SEE  
RESOURCES**

## ADDITIONAL MARKETING RESOURCES FOR ASSOCIATES

*Stress Mastery Marketing Resources Can Be Added to ONLY the Associate License*



### **SMQ Promo Video** ([Watch an Example Video](#))

(3-5 Minute Co-branded Videos)

### **What Make Stressmaster Unique?**

(PowerPoints and PDFs)

### **How To Create An Effective Marketing Plan**

(Video of webinar + marketing plan workbook)

### **Quick Start Guide To Marketing Your Program**

(A guide to getting started in marketing)

### **How To Market A Stress Mastery Program**

(2 webinar videos on how market your program)

### **How To Market A Stress Mastery Program**

(Video interview with a successful associate)

### **Stress Mastery Proposals Models**

(3 proposal examples for presentation to a company)

### **Stress Mastery Program Marketing Materials**

(Examples of marketing fliers, posters, email blasts)

**RETAIL VALUE = \$1,795**

### **BEST VALUE!**

### **ASSOCIATE LICENSE + MARKETING RESOURCES**

Associate License with Marketing Resources Included

**Special Rate = \$2,900**



## SMQ PRICING FOR. . . NON-LICENSED TRAINING & COACHING PROFESSIONALS

If you are a company trainer, counselor, wellness professional or coach you may purchase and use the SMQ in your own Stress Management or Wellness Program *without becoming a Licensed Stressmaster International Associate or Affiliate.*

Note: Stressmaster International Associates and Affiliates are able to purchase SMQ Access codes at discounted rates, plus they have access to our 30+ training and coaching [RESOURCES](#). If interested in becoming a Licensed Associate, please contact us.

## SMQ PURCHASE PRICING FOR... CORPORATE TRAINERS, COUNSELORS OR COACHES

Contact us for quantity pricing.

15 Access Codes @ \$49.00/ea	\$735	
15 <a href="#">Stress Mastery Reports</a> - 19pp - pdf	Inc.	EXAMPLE
15 <a href="#">Stress Mastery Guides</a> - 51 pdf	Inc.	EXAMPLE
1 Facilitator Manual - 143pp - pdf	Inc	TOC

**INVESTMENT = \$735**

[Order Now](#)

## DON'T TAKE OUR WORD FOR IT! TAKE THEIR'S. . .

*I would like to personally thank you for creating a **great stress assessment tool**. As an executive coach, trainer, and team developer, I have searched for a good stress assessment tool for use in our programs. Having scoured the internet for over 10 years, we have found your stress "risk" assessment tool, called the Stress Management Questionnaire (SMQ), to be the best tool for the programs we do with our corporate clients.*

*We've been using your SMQ diagnostic tool since early 2000 as part of our PEAK PERFORMANCE II program. This program focuses on how to improve personal performance through employee engagement. Decreasing stress in the workplace is essential to improving organizational performance.*

*Thank you for working with us and our clients, as **Stressmaster and your Stress Management Questionnaire will remain as an integral part of our program going forward**. I sincerely appreciate the fact that you have worked with us to translate the Stressmaster into Spanish for one of our large financial clients in Mexico. Over the next 5 years, they plan to enroll their high potential group into the Peak Performance program as part of their cultural transformation process. They are trying to reach close to 5000 people in a period of 5 years. This is a pretty aggressive target. We are currently rolling out Peak Performance II to all the graduates of our Peak I program. Currently we are targeting 3000-5000 people for Peak I and then Peak II. Thank you for being such a great partner.*

*SR - Co-Founder/Managing Partner Stop At Nothing*

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*Dr. Petersen has developed a **comprehensive stress questionnaire** that provides users with a comprehensive analysis and report that enables the participant to gain a **greater understanding of potential triggers of stress** within their lives that can be used to develop an effective stress management action plan to improve their overall health & well being.*

*PB - Preventative Medicine Professional*

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*Thanks again for making time to share your story about the Stress Master Program - this is really interesting stuff. I finally made time to take the [SMQ] assessment and it **gave me an accurate read of my situation**. Over the last few years, I learned to identify my stressors and how to keep them in check so I am not doing too badly - but I can improve in a few areas. You are dealing with a topic that is essential to today's workplace.*

*SW*

*I took the SMQ, and would be very interested in getting a full report. **I love the Guide** that comes with completion too! This is all very comprehensive and is well done. Dr. Petersen's work is devoted to helping employees in high-stress organizations do more than "cope" with stress. Instead, they are guided to the awareness and tools that allow them to thrive, achieving mastery over stress.*

*Inspired by this message and excited to partner with the promise of Dr. Petersen's organization, I became a Stressmaster Associate. Dr. Petersen is a wealth of knowledge on the industry, and his Stress Mastery Questionnaire (SMQ) is an essential stress risk assessment tool. With it, I am able to better serve my clients, and, thereby, change the world.*

*AT - Corporate Trainer*

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*I just got finished looking over the materials to the SMQ and I have to say that I **am quite impressed**. There is a place for this on a global level for sure. At the very least for people in the health care world as a staple instrument... I just wanted you to know that you really did a great job with this. The entire package is brilliant. (Later) I took the SMQ. I am sure that you will not be surprised to know that, **I was impressed on first sight**.*

*Lawrence F. (Licensed Psychologist - NY and CA)*

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*I would just like to **recommend the Stress Management Questionnaire (SMQ)** as a key organizational tool to help employers to effectively identify and help manage stress within the workplace.*

*[From a one day workshop with senior level bank executives by an Associate using the SMQ]*

*I already received two calls of participants telling me it has had a deep impact on them: they are "determined to leave stress behind" and now they "know how to do it"*

*Muchas Gracias and best regards! - Carlos*

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*I **really like the workbook**, it has a lot of very valuable information. You did a great job! Thanks!*

*JB - Stressmaster Associate*

What has consistently been commented on in regard to the SMQ is the participants seeing how their companions rate them, compared to their own self evaluations. Longer-term married couples tend to mirror each other on the graph, while there are often big disparities between self and companion on those in less structured relationships, or less intimate relationships (i.e. siblings, friends, coworkers). Also, **many remarked that they did not know they were as affected by stress until seeing the SMQ.** I think stress is a badge of honor among some--if you are not stressed, you are not working hard enough. The SMQ allows them to see the importance of balance between work/home and the need for decompression "me" time. I think the SMQ has been a great educational tool in the fact that participants realize that stress is more of an enemy of productivity (professionally and personally) than they had previously believed.

One of the key areas we focus on in our District Manager training is for the participants to not only address their stress, but also help Store Managers & CSRs with stress.

As mentioned, this remains a very popular course. Right now we are projecting about 50 participants this year, but there is a possibility we will offer this as part of a stand-alone program (as opposed to a block of instruction in a 5-day course).

Chris -Trainer at a Large Convenience Store Chain

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**I just took the assessment and I think it is great!** It was simple, didn't take too long, and easy to understand. I really liked the [Stress Mastery] Guide as well, especially the Contract For Change Section, as many of the clients we work with have difficulty with follow through. I will be trying this assessment with a client next week Wednesday and will also be presenting this to the occupational therapists and social workers. Thank you very much for being prompt and providing trials for us to try to determine the need for the assessment. I will keep you posted! Thank you.

YN, OTS

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The program went very well. The class **loved the SMQ.** The remote folks decided to attend next week's workshop. I have another workshop scheduled in the summer. I will need more access codes depending on how many sign up for the class.

GS - Sharp Training

I have been reading my "HIGHS" (scores on the SMQ) and I **thank you for hitting it on the head.** My anger, time urgency, tension highs describe me perfectly. I will be using the info taking it to my group counseling sessions for discussion input.

BF - New Port Richey

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Following is a summary of the participant (60+ Senior Partners at a KPMG) evaluations you received as an instructor for our recent session of Managing Stress, held in Houston. **This was one of the most valuable investments we have made available for our employees.** Out of a possible score of 5 with 5 being most favorable...

Prepared	4.50
Clarity of Information	4.21
Instructor Knowledge	4.71
Interest in Student Success	4.43
Response to questions	4.29
Desire for more	4.21
Overall	4.24

These results reveal a **strong, positive view** of the program.

Senior Partner - KPMG

"I've been using the SMQ for over the last 14 months and have given it to about 750 people. It has been **extremely useful in our Stress Management Program** and I've received much positive feedback from the Participants. Some remarks have been:

'The (SMQ) guide has helped me **change my life.**'

'I get **better insight** every time I go through the Report & Guide.'

'The SMQ helped me know myself a lot better. I'm a better manager because of that.' These remarks make me feel good about the effectiveness of the instrument as we apply it in the Stress Management Program."  
PD - Training Psychologist for State of Arizona

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I told everyone [on the Board of Directors] that I felt **Stress Masters is the center pin for the work we want to do.**

D.R. Director -A Large Non-Profit Organization

I would just like to **recommend the Stress Management Questionnaire (SMQ)** as a key organizational tool to help employers to effectively identify and help manage stress within the workplace. Dr. Petersen has developed a comprehensive stress questionnaire that provides users with a comprehensive analysis and report that enables the participant to gain a greater understanding of potential triggers of stress within their lives that can be used to develop an effective stress management action plan to improve their overall health & well being."

P.B Wellness Provider - UK

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The SMQ is easy to complete and a good tool for engaging individuals, raising awareness of stress/stressors and more comprehensive than for example, giving someone a Homes & Rahe Stress Scale to complete (although that does provide a quick snapshot). I think **the SMQ naturally leads people on to wanting to drill-down and learn more about the issues that are flagging-up as medium-high/high stress.** I imagine it is also a good tool for bringing corporate clients on board too.

M.K.- UK

First of all thank you so much for the SMQ. I did it just now and **it is spot on.** It is really good because it shows you in what area of your life you have stress and also how much the stress is. It is not time consuming at all, that is a really big plus. People don't want to sit for instance an hour or more filling in answers. I can see now why this is really successful :)

EA -U.A.E.

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I have been working with an executive team the last two days providing feedback regarding StressMaster and **I am loving the practicality and richness of the information.** We used it in Namibia for Executive Wellness, and conducted three assessments before meeting the team. The Stressmaster gave us the authoritative stance to go in and present sanitized actual averages for the small team's stress levels and this clenched the deal.

CPL -Stressmaster Associate South Africa

After looking at your site extensively I then completed the assessment. I have been looking for some time to find a resource to use with my clients dealing with stress, **really like the approach you take.**

Rev. Paul Bailey, MA  
Stressmaster Associate Canada

Dr. James Peterson developed an assessment called Stress Mastery Questionnaire (SMQ). We've used it for nearly 18 years. I love working with [the SMQ] assessment and it is easy to train others to deliver it and it provides such rich data. What Jim has developed is one of **the best assessments that I've seen out there for helping people understand their stress load and then being able to manage their stress and overcome their stress.**

S. R. - SAN

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I am one of a small team of Training & Development consultants here at Capita who provide a number of stand-alone courses in addition to our more bespoke consultancy work. One of these courses is Peak Performance Under Pressure - designed to help people to understand a little more of the nature of stress, their stressors, their stress response, and exploring preventative measures and coping mechanisms. The SMQ is used within the context of this course. Delegate feedback has been universally very positive, ranging from the benefit of having one's self-awareness reinforced, through to some real epiphanies. On a personal note, **I have found the SMQ to be a robust, informative tool, based on sound theory and practice.** I am definitely an advocate of the Stressmaster philosophy!

JL (UK Consultancy)

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The large number of advisors who turned out for the presentations (by you) and the enthusiastic response to the material presented attests to the excellent job you did! (And)...**we heard nothing but compliments** on the programs being conducted for the advisors."

JTN - National Law Enforcement Council

I'm not writing this e-mail on behalf of [The Group] but just as 1 person who attended. I really appreciated your presentation. **I thought it was great.** I liked that you stayed in a reasonable time frame, that you let us speak (so often our visiting experts really like to hear their own voices and they go on and on and on....)and i just thought you did a great job presenting both yourself and your material. So thanks for doing a professional job.

Program Participant After Associate's Presentation

