



***Stressmaster Associate
Program
FAQs***



FAQs

HOW IS STRESSMASTER DIFFERENT FROM OTHER STRESS MANAGEMENT PROGRAMS?

ACCESS TO A TOTAL STRESSMASTERY PROGRAM

Stressmaster International provides trainers, coaches, wellness professionals with the highest quality stress management training and assessment tools available. With our Stressmastery Program, trainers and coaches have all the tools necessary to deliver a highly effective stress Mastery training or coaching program. The Stressmaster Program was developed over 30 year and proven effective in hundreds of companies, organizations and government agencies.

USE OUR PROPRIETARY STRESS ASSESSMENT TOOLS

The Stressmastery Program uses a valid and reliable Stress Risk Assessment called the **Stress Mastery Questionnaire (SMQ)**. The SMQ was developed by Dr. James Petersen, an internationally recognized psychologist, in his Stress Mastery and Biofeedback Clinic. The SMQ was scientifically developed using modern psychometric test development and, through a grant from the National Institute of Occupational Safety & Health (NIOSH, 1982), was fully researched, normed and validated as an A-Level assessment tool. No other training company has access to the SMQ.

CLEAR & OBJECTIVE FEEDBACK

The SMQ measures 11 risk areas and by produces two valuable reports; the **Stress Risk Profile** and the **Stress Report**. With the information from these two reports, trainers and coaches can build a very successful Stress Mastery Program. The overall effectiveness of your training and coaching to help your clients or trainees to reduce stress and become more stress resilience is increased.

EACH PERSON DEVELOPS AND ACTION PLAN

Through the use of the **Stressmastery Guide: A Roadmap to Resilience**, each person designs a self-change program that address his or her unique stress reduction and stress resilience needs. In addition to the Guide, each person who takes the SMQ also receives a copy of the Stressmaster Participant Workbook to use interactively with the coach or trainer. In the end, each participant is guided to come away with an Action Plan called the **Commitment for Change**. **This is the key link to ongoing personal change and development.**

ASSOCIATES HAVE ACCESS TO OUR KNOWLEDGE - We provide ongoing assistance and support for each Associate in a variety of areas. This support can come in the form of helping to design a coaching program for individuals or providing feedback and ideas for the structure of a stressmastery training program. Through our **Facilitators Training Manual** and other program guides, we offer suggestions and ideas for creating a unique and effective program

TAP INTO PROFESSIONAL MARKETING SUPPORT

When marketing and advertising are in place. Sales soar! We are available for consulting on all aspects of marketing, advertising, PR and direct sales. Some Associates have considerable skills in this area, but most don't. So, we're here for you. Dr. Petersen, with 20 years in marketing and advertising, can help in the development of all areas of marketing and advertising from brochure design, flyers, e-mail blasts to website creation, video production and social media. General help if free, but if you need specific design or graphic work there is a fee.



HOW DO I BECOME A STRESSMASTER ASSOCIATE?

There are two tiers of Associates; **Individual** and **Corporate**. Each person or company should have a passion and desire to help others master stress and become more stress resilient. In addition, we strongly recommend a background in training, coaching, counseling or consulting. We review the background and experience of each person and based upon his or her experience, we will offer the Associate License if the "fit" is appropriate.

WHAT CAN ASSOCIATES SELL OR MARKET?

Stressmaster is built on the principle that unless someone knows what to change, change is very difficult. The Process for helping one to change is called the STRESS MASTERY PROGRAM (SMP). Each person who takes the SMQ is enrolled in the Program...

STRESS MASTERY PROGRAM

- **Stress Mastery Questionnaire (SMQ) - Taken via our Proprietary Assessment Portal**
- **Stress Profile - 1 page profile generated immediately upon completing the SMQ**
- **Stress Report - 3 page Report how each person responded to the SMQ questions.**
- **Stressmastery Guide: A Roadmap to Resilience - 36pp PDF or Print**
- **Stressmaster Participant Workbook - 34pp - PDF or Print**

The Program is facilitated by a Stressmaster Associate in a coaching or training environment.

WHAT DO I RECEIVE WHEN I BECOME AN ASSOCIATE

Each Associate is provided with the following:

- SMQ Access codes; **25** for Individuals and **100** access codes for Corporate Associates
- A PDF of the Stressmastery Guide: A Roadmap to Resilience
- A PDF of the Stressmaster Participant Workbook
- Stressmastery Facilitators Manual (142 pp) - PDF
- Access to Webinars and Training support on Program Design, Marketing and Coaching
- Marketing guidelines and business development
- A Certificate as a Licensed Independent Stressmaster Individual or Corporate Associate
- Reduced rates for graphic and web design as needed.
- Ongoing Support

The **Independent Stressmaster Associate** program is open to any training and consulting professional who provides such services as stress management, nutrition, health and wellness training, coaching and consulting. The most common Associates are:

- Stress Management Trainers
- Mental Health Professionals
- Health and Medical Professionals
- External Corporate Trainers
- Organizational Development Consultants
- Drug/Alcohol Treatment Professionals
- Counselors & Coaches



HOW CAN I ADD INCOME TO MY BUSINESS AS AN ASSOCIATE?

There are many ways to add incremental income to your professional business, such as:

#1 - BY RESELLING THE STRESS MASTERY PROGRAM

Since Associates purchase the SMQ Access Codes at discount they may resell the Stress Mastery Program to HR Dept., trainers, coaches and health clinics there are excellent opportunities to add to one's professional income. The ideal is to work with medium to large companies and to become the "go-to" professional for stress mastery materials, assessments and training. We ask that each Associate inform us of their client so that we can respect their effort and NOT sell to that company directly.

The retail range for the SMQ, the Stress Risk Profile, Detailed Stress Report and Stressmastery Guide is between \$35 and \$75US. The base cost of these items to the Associate is currently **\$15.95**. The profit between purchase price and what the SMQ is sold at retail is called the "margin".

#2 - BY INTEGRATING THE SMQ, REPORTS AND GUIDES IN YOUR OWN STRESS MASTERY PROGRAM

The STRESS MASTERY PROGRAM, that includes the SMQ, Reports and Training materials, increases your program effectiveness. Many Associates provide total Stress and Wellness programs to companies in their area by integrating the SMQ, Reports and Materials in a Stress and Wellness Training Program . Typically, the cost of the SMQ is built into the overall price negotiated between you and your client. We recommend "building in" the base cost of the SMQ into your contracts for training and consulting. Because the SMQ adds great value to stress Mastery programs, Associates benefit by being able to offer programs that **no other individual or company can provide**.

#3 - BY USING THE SMQ IN YOUR MARKETING

The SMQ can be used as a way to gain access to HR and corporate Training Departments. As part of your overall "tool box", our Stressmaster materials and program help you to build credibility when communicating with HR or Training Departments. We encourage Associates to use the SMQ, Reports and Guides as a way to gain a larger share of the consulting and training business.

CAN EMPLOYEES OF A COMPANY OR ORGANIZATION BECOME AN ASSOCIATE?

No. The Associate Program is limited to independent professionals. Associates must be an independent professional and not an employee of a company or organization in the capacity of an HR, training or internal wellness or stress Mastery program facilitator. Becoming an Associate is not open to internal company trainers or program facilitators, which would be a conflict of interest in many cases; plus, we are dedicated to supporting our Associates in their program and marketing efforts and want them to succeed and prosper.



WHAT OUR CLIENTS ARE SAYING ABOUT US...

Dear Dr. Petersen,

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.

Susan Robertson

Cofounder and Managing Partner Stop At Nothing, Inc.

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 ProfessionalGreetings

Dr. Petersen,

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 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 Management 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

Live A ZenLife

Hi Jim,

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)

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.



Hello Dr. Petersen,

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 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

Hi Jim,

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 their direct-reports (Store Managers and 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

Dear Dr. Petersen,

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...

<i>Prepared</i>	4.50
<i>Clarity of Information</i>	4.21
<i>Instructor Knowledge</i>	4.71
<i>Interest in Student Success</i>	4.43
<i>Response to questions</i>	4.29
<i>Desire for more</i>	4.21
<i>Overall</i>	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 and 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

Dr. Petersen,

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

Dr. Petersen,

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. Peterson 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)

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)

Dear Dr James,

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.)

Thanks James,

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 clinched the deal.

Cobus du Plessis
Stressmaster Associate

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Hi Jim

I have had a stress free day. 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
Canada

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.
S. R. SAN

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)

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