



## News Release

### **April Is Stress Awareness Month (S.A.M.) “Help Your Employees Learn To Master Workplace Stress!”**



Phoenix, AZ, USA - March 28, 2018 – In honor of S.A.M, Stressmaster International has reduced prices on all its Stress Mastery Programs and Products during April.

Stressmaster International (SI), the global leader in workplace stress mastery training and development, announced today that during **April's Stress Awareness Month (S.A.M.)** Stressmaster will make available at reduced rate its **Workplace Stress Mastery Training & Development Products**, including the internationally acclaimed Stress Mastery Questionnaire (SMQ). These training and coaching materials will be available at reduced prices so that employees everywhere can tap into the evidence-based ways to manage and master stress while on the job.

Workplace stress is a serious problem today. The recent American Psychological Association national survey, “Stress in America”, found that stress affects 80% of all employees and costs employers billions of dollars each year in high turnover and lost productivity. In addition, 24% of employer health care costs are related to stress and mental health issues, 33% of employees say their workplace causes them stress and 41% of workers say they are burned-out. Stress is expensive not only for the company but, also, employees.

While the challenge of worker stress is great, employers can do much to help their employees be less stressed and more productive. Research shows that for every \$1 invested in wellness and stress management programs, employers can expect an ROI of \$3 to \$5 in savings from improved health, lower turnover, greater job satisfaction and higher productivity. According to Dr. James Petersen, stress psychologist and founder of Stressmaster International, “It just makes good sense to invest in the wellbeing of employees. Providing employees with proven effective stress mastery educational resources, training and coaching enables them to feel better, be healthier and function more productively.”

The stress mastery materials and services that SI are making available include:

- ✓ **The Workplace Stress Mastery Program:** The Program is comprehensive and includes:
  - **Stress Mastery Questionnaire (SMQ)** - completed online in about 10-12 minutes.
  - **Stress Mastery Profile & Report** - shows how the employee scored on the SMQ's 11 stress “risk” scales.
  - **Stress Mastery Guide** - explains each SMQ scale in detail, along with proven effective tools, techniques and suggestions on how to reduce & master stress. (43pp)
- ✓ **Stress Mastery Webinars:** Video presentations on how to reduce and master stress
- ✓ **Stress Mastery Motivational Materials:**
  - **Stress Mastery Desk & Pocket Guides:** Portable Self-Help Guides providing proven effective suggestions on how to reduce & master stress daily.
  - **Stress Mastery Motivational Posters:** Positive & informative posters to motivate & encourage each employee to learn the skills of mastering stress
  - **Stress Mastery Motivational E-mails:** Daily/weekly email motivational tips on how to reduce stress and become more resilient.



- ✓ **Group Presentations:** Lunch & Learns, Public Speaking, Seminars and Workshops on Stress Mastery and Resilience
- ✓ **Stress Hormone Testing:** Non-invasive salivary testing of the main stress hormone cortisol, complete with report and personalized profile suggestions
- ✓ **Instinctive Cognition:** A 21-day, 10min/day audio-based introduction to meditation, stress management & wellbeing that includes a pre & post cortisol (hormone) assessment
- ✓ **Corporate Consulting:** On how to set up a company stress mastery program

### About Stressmaster International

Stressmaster International has been providing stress management and stress mastery programs for over 30 years. To date, SI has help reduce the stress of over 600,000 individuals worldwide. To reach as many employees as possible, SI has an Associate network with over 50 Independent Associates in 15 countries helping companies and their employees reduce and master stress. Associates are highly trained professionals who are licensed to use SI' evidence-based, **Stress Mastery Program** that includes the highly acclaimed **Stress Mastery Questionnaire (SMQ)**, along with professional training and development tools to help employees reduce, manage and master stress. The **Stress Mastery Program** is available in English, Spanish, French, Norwegian, Slovenian and Arabic.

Some of the many companies and organizations who have benefited from the **Stress Mastery Program** include JPMorgan, KPMG, Citicorp/Banamex, Nationwide Insurance, Canyon Ranch, State of Arizona/DES, Federal Reserve Bank of SF, National Boy Scouts of America, Speedway LLC Convenience Stores, Stop At Nothing Training, DeBeers, and many more.

During **Stress Awareness Month**, SI has discounted the price of all materials, training and consulting to make it affordable for any company or organization to purchase.

To get more information, contact:

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