

STRESSMASTER[®]
INTERNATIONAL

**TRAINING & COACHING
RESOURCES**



James C. Petersen, Ph.D.

TRAINING & COACHING RESOURCES



Stressmaster International (SI) provides Associates and Affiliates with the best evidence-based, stress mastery tools, techniques and training materials available. The following resource links will allow the downloading of all assessment and training materials for use in your stress mastery coaching or training programs. We highly recommend creating a file on your computer called **Stress Mastery Resources** and then download and place each pdf, video or PowerPoint in that file.

NOTE: For Affiliate Licenses, the hyper links for the marketing materials are deactivated. They can be reactivated by upgrading to an Associate License.

THE STRESS MASTERY PROGRAM

The [Stress Mastery Program](#) which is at the heart of our training consists of the following assessment, training and coaching components. To see a video of about the Program click here --> [PROGRAM](#)



STRESS MASTERY QUESTIONNAIRE (SMQ)



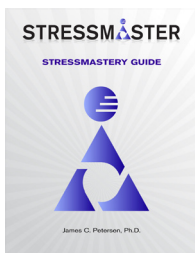
The Stress Mastery Program starts with each client or trainee completing the **Stress Mastery Questionnaire (SMQ)** on-line or via a Print Version. In order for one to reduce and master stress, it is essential to help clients or trainees understand how stress may be affecting them physically, behaviorally and emotionally. All programs begin with the SMQ either on line or via the print version. The on line administration of the SMQ is controlled by unique Access Codes that are provided to each person upon becoming licensed. The number of Access Codes provided is based on the level at which one becomes licensed. If you have NOT TAKEN THE SMQ yet, please [contact us](#) for a complimentary SMQ assessment.

On line Version: English, Spanish, French, Norwegian, Arabic, Polish & Slovenian
Print Version: English & Spanish via Print-On-Demand (USA & Canada Only)

[ABOUT THE SMQ](#) [THE STRESS MASTERY PROGRAM OVERVIEW](#) [ASSOCIATE BROCHURE](#)



STRESS MASTERY GUIDE: A ROADMAP TO RESILIENCE



After completing the SMQ, clients or trainees receive a copy of the **Stress Mastery Guide** that explains what each scale means and WHAT TO KNOW and WHAT TO DO to reduce and master stress. Coaches and trainers use the Guide to help each person to have a better understanding of his or her stress. Professional Quality Print copies of the Guide may be purchased in English, Spanish, French, Norwegian & Slovenian and Arabic. Printed Guides are printed-on-demand, so please allow at least 10 days to receive them. A PDF is available below that may be printed by the Associate and given to the client or trainee at no additional cost. Only one copy per person is permitted. For Associates who work with religious organizations, a Church-Ministry Version of the Guide is available for use with ministers, pastors and parishioners. **Click to download and save:** (Click tabs to download each version)

[ENGLISH](#)

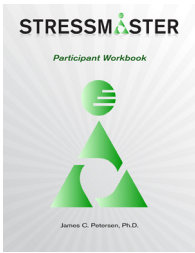
[SPANISH](#)

[ARABIC](#)

[CHURCH](#)



STRESS MASTERY WORKBOOK

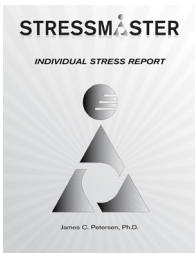


This Stress Mastery Workbook is used in conjunction with the New Stress Mastery Guide. Program participants, trainees and coaching clients use the Workbook during the course of their training or coaching program with assistance from the trainer or coach. The Workbook is an essential tool for helping individuals to clarify specific behaviors and attitudes to change and exercises to help identify key areas and behaviors to change. **Click to download and save:**

[STRESS MASTERY WORKBOOK](#)



STRESS MASTERY PROFILE AND REPORTS



After taking the SMQ, each person receives a copy of their own **Stress Mastery Profile** and **Stress Mastery Report**. These reports are based on how each person answered the SMQ questions. Their scores are then compared to the “norm” group and a “risk” level is applied. The Report show specifically where stress may be a problem or challenge for the individual which is helpful for know what to change to reduce and master stress. These tools are essential components of the Stress Mastery Program and are typically used interactively with each person to determine the best direction to go for positive change and personal development. **Click to download and save:**

[STRESS MASTERY REPORTS](#)



THE STRESS MASTERY PROGRAM - OVERVIEW

This video provides an overview of the Stress Mastery Program. **Click to download and save:**

[THE STRESS MASTERY PROGRAM](#)



GENETIC TESTING FOR STRESS RESILIENCE, WELLNESS & HEALTH - BECOME A PROVIDER

SI has partnered with Advance Genomic Solutions (AGS) to provide Associates and Affiliates with access to the latest scientific genetic reports for use with clients and trainees. By becoming a Provider at essentially no cost, Associates will have immediate access to the AGS Provider Program, plus you can earn up to 40% in commissions from each test ordered.

The benefits of joining the AGS Provider Program are many:

- Empower clients with knowledge based on their unique DNA.
- Tailor diet, fitness, exercise, supplement, and behavior choices.
- Understand the genetics behind short and long-term stress.
- Use genetics to personalize client recommendations and outcomes.
- Separate your business from the competition with a benefits that's in high demand.
- Increased Revenues

For more information, go to [AGS/STRESSMASTER](#) or [CONTACT US](#) to discuss options.



ADDITIONAL RESOURCES

In order to conduct a successful Stress Mastery Workshop or provide clients with effective stress and wellness coaching, Associates and Affiliates are provided with a variety of training and coaching tools, materials and workshop templates. In addition, all Associate Licenses included coaching by Dr. Jim Petersen, founder of Stressmaster International. Dr. Petersen coaches each Licensee to help them to design and conduct workplace stress mastery program or on how to use our Stress Mastery Program when providing stress or wellness coaching. The following are included in each License:



STRESS MASTERY PROGRAM FACILITATORS MANUAL



This training manual (PDF) is the starting point in helping Associates understand how to design and implement a Stress Mastery Workshop, Seminar or Coaching Program using the SMQ and the Stress Mastery Program as the foundation. The Manual explains what the SMQ is, how it was developed and the many ways to use it in coaching, workshops and seminars. **Click to download and save:**

[MANUAL TABLE OF CONTENTS
FACILITATORS TRAINING MANUAL](#)

[\(141pp\)](#)



VIDEO & PPTs ON "HOW TO CONDUCT A STRESS MASTERY WORKSHOP"



These three (3) videos are of a 4-hour **Webinar on "How to Conduct a Stress Mastery Workshop."** The videos, along with the PowerPoints used in the Webinar, provides insights, procedures and training tips, from Pre-Workshop Planning and Workshop Design, on to how to help workshop participants learn the keys to understanding stress, how to reduce stress when stress levels are high, and how to build stress mastery and resilience. You will hear from Dr. Petersen as well as experienced professional trainers on how to conduct an effective Workplace Stress Mastery Workshop using the Stress Mastery Program. **Click to download and save:**

[WEBINAR VIDEO - PART 1](#)

[WEBINAR VIDEO - PART 2](#)

[WEBINAR VIDEO - PART 3](#)

[WEBINAR POWERPOINTS](#)

[Zip File](#)



STRESS MASTERY WORKSHOP POWERPOINTS

These 13 **Stress Mastery Workshop PowerPoints** are professionally developed for use in a Stress Mastery Workshop or Seminar; they also "mirror" the videos above and referenced in the webinar. These PPTs may be adapted and modified by Associates to reflect their culture, program, company or community. In addition, so long as Stressmaster International is given clear and copyright ownership credit, co-brand is permitted. **Click to download and save:**

[WORKSHOP POWERPOINTS](#)

[Zip File](#)



HOW TO MASTER STRESS: A GUIDE FOR CORRECTION OFFICERS

This PowerPoint is used to help correctional officers (COs) and staff learn how to recognize stress and reduce and master stress on the job and at home. It was created for NIOSH to help CO's learn how to reduce and master stress. **Click to download and save:**

[CORRECTION OFFICERS-PPT](#)
[CORRECTION OFFICERS - PPT HANDOUTS](#)



THE STRESS MASTERY PROCESS

This document illustrates the process for using the SMQ in a coaching or training setting. **Click to download and save:**

[THE PROCESS](#)



STRESS MASTERY PROGRAM VIDEOS

DEEP BREATHING EXERCISE – A 3 minute deep breathing video that can be used in a coaching or training program. **Click to download and save:** [STRESS BUSTER VIDEO](#)

STRESS IS ALL AROUND US – A short video about stress in general. Good for a starting point for a presentation or discussion about stress. **Click to download and save:** [STRESS IS ALL AROUND US VIDEO](#)

THE ART OF TAI CHI – This video is designed to illustrate the value of Tai Chi and Deep Breathing as illustrated by Jack Mace, a Tai Chi Master. It can be used to illustrate a presentation or training session. **Click to download and save:** [TAI CHI VIDEO](#)



ARTICLES

"Is Your Wellness Program As Good As It Could Be. Click this link -" [WELLNESS](#)

"The Elephant in the Room" Click this link - [ELEPHANT](#)

"Workplace Stress is Real" Click this link - [REAL](#)

"Pastoral Stress is Real" Click this link - [CHURCH STRESS](#)

INTERVIEW VIDEOS WITH ASSOCIATES

The following are recording of interviews with some of Stressmaster's Associates or Corporate Clients. They provide insight into how to use the SMQ and the Stress Mastery Program in different settings.



HOW TO USE THE SMQ IN A CORPORATE COACHING PROGRAM

This is an interview with Kimi Sokhi, Kelly Wellness Ambassador and Stressmaster Associate on how she used the Stress Mastery Program with employees at her company EXPO202 in Dubai. The use of the Stress Master Program in a corporate wellness center is an ideal application of the SMQ and related coaching materials. **Click to download and save:**

[KIMI_SOKHI INTERVIEW](#)



HOW TO USE THE SMQ IN A CORPORATE TRAINING PROGRAM

This is an interview with Carlos Nunez of CitiBanamex. Carlos has conducted over 51 two and a half day executive and management development programs called Peak Performance at CitiBanamex throughout Mexico. The Stress Mastery Program is an integral part of the Peak Performance Program created by Susan Roberson, founder of SAN and a senior Stressmaster Associates. Show how they integrated the Stress Mastery Program into a broader management or executive development program. **Click to download and save:**

[CARLOS NUNEZ OF CITIBANAMEX INTERVIEW](#)



MARKETING MATERIALS & SERVICES

Some of the following Materials are only available to SI Associates and Corporate Associates.



ABOUT STRESSMASTER

PowerPoints and PDFs enables you to share the Stressmaster International story with program participants or in as part of a marketing or sales presentation. When presenting to a group, it is important to build credibility and trust. These tools will lend credibility and build confidence to you and your presentation.

Click to download and save:

[WHAT MAKES STRESSMASTER UNIQUE - PPT](#)

[WHAT MAKES STRESSMASTER UNIQUE - PDF](#)



MARKETING GUIDELINES & HOW TO CREATE AN EFFECTIVE MARKETING PLAN

A big challenge facing Associates is how to market and sell their Stress Mastery Program as a Workshop or Seminar. The following are two PDFs on the essential components of a successful service business with a focus on goals setting and creating a marketing and communication plan.

Service businesses like health, wellness and stress management must have a solid and effective marketing plan in place and used routinely to keep on track. This webinar provides the fundamental elements of an effective marketing and communication plan. In addition, each Associate is provided with a Marketing Plan Development Workbook, Communication Plan Template (Excel) and ½ hour with Dr. Petersen to discuss the marketing plan. **Click to download and save:**

[MARKETING GUIDELINES](#)

[MARKETING PLAN WEBINAR AND WORKBOOK](#)



USING FACEBOOK TO MARKET YOUR PROGRAM

Reaching your target market with your messages is always a challenge. Kristin Blaker, our Norwegian Associate, took a different approach and successfully marketed her Stress Mastery Webinar based Stress Mastery Webinar using Facebook exclusively. Be sure to watch this video to learn about one way to market a Stress Mastery Program. **Click to download and save:**

[INTERVIEW WITH KRISTIN BLAKER](#)



WEBINAR - HOW TO MARKET YOUR STRESS MASTERY TRAINING WORKSHOP

This is a 1 hour video detailing the key elements of marketing a workshop to a company. It's a big file, so it may take awhile. **Click to download and save:**

[MARKETING WEBINAR VIDEO](#)

[WEBINAR POWERPOINT](#)



WORKSHOP MARKETING MATERIALS

Marketing a Stress Mastery Program requires marketing, advertising and sales; we provide a variety of examples of Flyers, Posters and Email Blasts to help. If you need help we can create your flyers and marketing materials. Ask for a quote. **Click to download and save:**

[EXAMPLES OF FLYERS, POSTERS AND EMAIL BLASTS](#)



STRESSMASTER EMPLOYEE PROGRAM BROCHURE

This PPT shows one option for creating proposals to companies or organizations for your services. Associates can use as a template for their own brochures. **Click to download and save:**

[EMPLOYEE BROCHURE](#)



APPROVED STRESSMASTER ASSOCIATE LOGOS

Several Stressmaster International Logos are available for your use in your program design and marketing. Please use these in your marketing and sales efforts as needed. **Click this link to download and save.**

[APPROVED LOGOS](#)



WE LOVE REFERRALS TO STRESSMASTER

Stressmaster provides a finder's fee for referral of individuals or companies who become a Stressmaster Associate. This brochure explains the finder's fee in detail. **Click to download and save:**

[REFERRALS](#)

