

STRESSMASTER<sup>®</sup>  
INTERNATIONAL

**SMAQ**<sup>™</sup>  
STRESS MASTERY QUESTIONNAIRE



80+ STRESSMASTER ASSOCIATES IN 14 COUNTRIES

USA | Canada | Mexico | Norway | Slovenia | South Africa | Netherlands | Jordan  
UK | Hungary | Romania | Saudi Arabia | Poland | Argentina



## ***THE SMQ***

### ***"BEST IN CLASS" FOR STRESS "AWARENESS"***

#### ***ASSESS***

The SMQ creates an clear awareness of how stress may be affecting someone physically, behaviorally and emotionally. Awareness is essential for change to occur. The SMQ has been proven effective in helping people to understand their stress and how to identify what to change.

#### ***FOCUS***

The SMQ, like a magnifying glass, brings into focus the most important areas to change and, with the help of the *Stress Mastery Program*, provides tools to help one reduce and master stress.

#### ***LEARN***

The SMQ is both a self-awareness and an educational tool; it teaches about how stress affects us both physically and emotionally, reveals the most important stressors in one's life, and shines a light on each person's unique Stress Warning Signs.

#### ***MOTIVATE***

The SMQ provides a "wake-up" call to take seriously the power of stress for both good, as well as physical harm. Becoming aware of how stress is affecting us is a strong motivator for change.

#### ***CHANGE***

With over 600,000 people benefiting from taking the SMQ and receiving their results in an easy to understand Stress Mastery Stress Report, thousands have been made positive changes to reduce and master stress both at work and home.

**[WATCH A SHORT VIDEO BELOW TO LEARN MORE](#)**



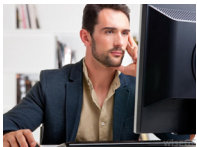


## WHAT IS THE SMQ?



The **Stress Mastery Questionnaire (SMQ)**, created by internationally recognized stress expert Dr. James Petersen, provides a clear awareness of one's stress warning signs, the source of their stress, and how stress may be affecting them physically, emotionally and socially. The SMQ is a universal stress self-awareness tool that will help anyone experiencing stress gain a better awareness of their stress, why stress is occurring and what to do to reduce and master stress. The SMQ provides a focus on what is important to change in order to reduce and master stress.

## HOW IS THE SMQ ADMINISTERED?



Each person who takes the SMQ online receives a hyper-link and unique Access Code to start the assessment process. It is the starting point for individuals participating in the **Stress Mastery Training, Coaching or Counseling Program** or for personal self-development.

## WHAT DOES STRESS MASTERY PROGRAM CONSISTS OF?

- *UNIQUE ACCESS CODE - Enables one to access the SMQ via a secure portal*
- *STRESS MASTERY REPORT - Presents the result of their SMQ in 19 page document*
- *STRESS MASTERY GUIDE - Provides What to Know and Do when scoring high on any scale*
- *STRESS MASTERY WORKBOOK - Provides exercises to maximize stress mastery*
- *TRAINING AND/OR COACHING - Receives help to make the changes they want to make*



## HAT THE SMQ BEEN VALIDATED AND CERTIFIED



The SMQ was validated through a research grant from the **National Institute of Occupational Safety and Health (NIOSH)**. The SMQ was administered to a stratified random sample of employees from different companies. Upon completion of the study, the data were statistical analyzed of the scales using Factor Analysis, Discriminant Analysis, and other standard statistical procedures that demonstrated the validity and reliability of the SMQ.



The SMQ is, also, the first stress assessment tool **Certified by the American Institute of Stress (A.I.S.)** for use by individuals as well as professional trainers, coaches, psychologists and counselors. The SMQ can be integrated into virtually any stress management, wellness, lifestyle or health training, counseling or coaching program.

## WHAT DOES THE SMQ ASSESS?

Using 87 psychometrically created and validated questions, the SMQ provides each person with an awareness of their personal stress in **three (3) key domains** on **11 unique SMQ stress scales**:

### STRESS WARNING SIGNS

Hostility/Anger  
Time Urgency  
Perfectionism  
Disappointment  
Burnout  
Under-Achievement  
Tension

### STRESS EFFECTS

Physical Stress Effects  
Life/Work Satisfaction

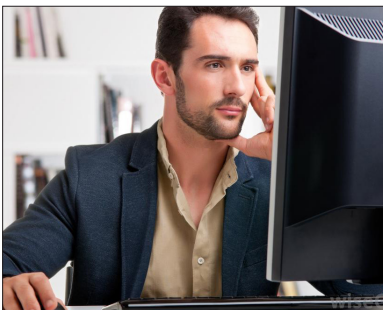
### STRESSORS

Life Events  
Hassles

## WHO CAN USE THE SMQ?

The SMQ is a universal stress "self-awareness" assessment protocol that can be used by virtually any professional in a training, coaching, counseling or educational setting, including. . . .

Social Workers  
Stress Coaches  
Wellness Coaches  
Corporate Trainers  
Counselors & Psychologists  
External Independent Trainers  
Wellness and Health Professionals  
Individuals - For self-development  
Ministers, Pastors, Rabbis and Members of the Cloth



**PERSONAL DEVELOPMENT**



**COACHING/COUNSELING**



**CORPORATE TRAINING**

# THE STRESS MASTERY PROGRAM

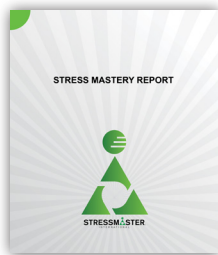
The **STRESS MASTERY PROGRAM** takes stress management training, coaching or counseling program to a higher level of professionalism and effectiveness. Stressmaster International provides the **STRESS MASTERY PROGRAM** for trainers, program facilitators, counselors or coaches so that they can deliver highly effective stress mastery training or coaching programs using our proven effective materials. The **Stress Mastery Program** includes. . .

## STRESS MASTERY QUESTIONNAIRE (SMQ)



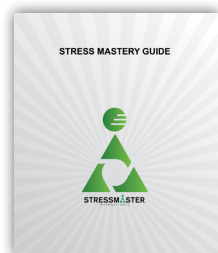
The **SMQ** is the heart of the Stress Mastery Program. All training and coaching programs start with a personal stress “risk” assessment of each person using the **SMQ**. The SMQ provides a clear understanding of one’s stress and, through training or coaching, how to make changes in behaviors and attitudes that will have a positive impact on stress levels!

## STRESS MASTERY REPORT



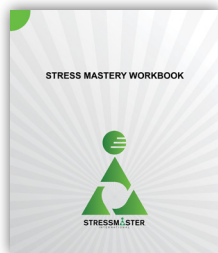
After completing the SMQ, a **Stress Mastery Report** for that person is typically e-mailed to the trainer or coach for use in his/her training or coaching. The 19 page Report shows the “risk” scores from Low to High on each of the 11 Scales. In addition, the Report shows how one scored on each of questions on scale. [CLICK TO SEE AN EXAMPLE](#)

## STRESS MASTERY GUIDE



The **Stress Mastery Guide** helps each person to understand each of the 11 SMQ scales and how interpret the results of their SMQ for their personal use. The Guide is typically used in stress and wellness coaching and in corporate Stress Management Training Programs, Seminar and Workshops. [CLICK TO SEE THE GUIDE](#).

## STRESS MASTERY WORKBOOK



The **Stress Mastery Workbook** provides specific exercises for each of the 11 SMQ scales to help each person gain knowledge and skills to better understand their stress and reduce and master stress. The exercises provide direction for specific areas, behaviors and attitudes that when changed will reduce personal stress. [CLICK TO SEE THE GUIDE](#)

## WATCH THIS SHORT VIDEO TO LEARN MORE



## **HOW CAN I PURCHASE SMQ AND THE TRAINING/COACHING MATERIALS?**

Stressmaster International licenses qualified professional trainers, counselors and coaches to become either an Associate or Affiliate. Once licensed, Licensees may purchase Access Codes at a deep discount and are also provided with a host of training, coaching and marketing materials, along with one-to-one support and coaching from Dr. Jim Petersen on program design, coaching and marketing. If interested in our Licensing Program, [\*\*CONTACT\*\* Jim Petersen](#) or [\*\*REVIEW THE PROGRAM BY CLICKING HERE!\*\*](#)



## **DO I NEED TO BE LICENSED TO PURCHASE THE SMQ ACCESS CODES AND MATERIALS?**

NO! External and Internal company trainers, counselors, wellness professionals, and coaches may purchase and use the SMQ for use in their own Stress Management or Wellness Programs without becoming a Licensed Stressmaster International Associate or Affiliate. Retail Rates apply. Special rates are available for large quantity of SMQ assessments from 100 to 5000+ [\*\*CONTACT JIM PETERSEN FOR A QUOTE.\*\*](#)





## WHAT PEOPLE ARE SAYING. . .

STRESS MASTERY QUESTIONNAIRE (SMQ)  
TESTED & APPROVED BY A.I.S.



*Dear Stress Mastery Questionnaire Team,*

*I am delighted to provide a positive review of the **Stress Mastery Questionnaire (SMQ)** on behalf of **The American Institute of Stress (AIS)**. The SMQ has proven to be an invaluable tool in our mission to help individuals better understand and manage stress. It is not only a scientifically validated psychometric test, but it also excels in offering profound insights into how stress affects one's life.*

*The SMQ's ability to shed light on stress in three key areas is particularly commendable. It pinpoints Stress Warning Signs, encompassing elements like hostility/anger, time urgency, perfectionism, disappointment, burnout, under-achievement, and tension, providing individuals with a comprehensive view of their stress triggers. Moreover, it delves into Stress Effects Areas, covering both physical stress effects and life/work satisfaction, allowing for a holistic assessment of stress's impact. Lastly, the SMQ delves into Stressors Areas, examining life events and hassles that contribute to stress, which is crucial for addressing the root causes.*

*The collaboration between AIS and the SMQ has been incredibly productive, and we have seen positive outcomes as a result. The SMQ aligns seamlessly with our commitment to stress management and provides a valuable resource for individuals seeking to enhance their well-being. We are grateful for this partnership and look forward to continued success in our shared mission to help people master stress.*

*Sincerely,*

*William C. Heckman, MS, DAIS  
Executive Director  
The American Institute of Stress*

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 Mastery 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 Holmes & 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 clinched the deal.

CPI -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**.

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