

STRESSMASTER[®]
INTERNATIONAL

***TRAINING & COACHING RESOURCES
FOR ASSOCIATES***

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STRESS MASTERY RESOURCES - SUMMARY

Becoming a Stressmaster Associate or Affiliate opens the door to over 30 training, coaching and marketing resources valued at over \$5000. Following is a summary of those resources.

THE STRESS MASTERY PROGRAM

The ***Stress Mastery Program*** consists of the following assessment and educational products that are provided to every Associate and Affiliate for use in training and coaching.

- *Link to take the Stress Mastery Questionnaire (SMQ) - Allows access to the assessment process*
- *10 - 50 Access Codes - Access Codes are required to take the SMQ*
- *Stress Mastery Report - Provided to each person who takes the SMQ (19pp)*
- *Access to the Stress Mastery Guide - Used to interpret the results of the SMQ*
- *Assess to the Stress Mastery Workbook - Exercises to better understand one's stress*
- *Plus Church Ministry and, soon, Jewish Version of the Guide are available*
- *30 + Stress Mastery Resources (PowerPoints, PDFs, Videos, Articles and more)*
- *The SMQ is available in English, Spanish, Polish, Slovenian, French, Hungarian, Romanian and Arabic*

TRAINING & COACHING RESOURCES

- **HOW TO CONDUCT A STRESS MASTERY WORKSHOP** - Three videos from a Webinar with Stressmaster Associates on "How to Conduct a Stress Mastery Workshop." Includes the PowerPoints and PDFs
- **HOW TO USE THE SMQ IN A CORPORATE COACHING PROGRAM** - An Interview with Kimi Sokhi - An interview with Stressmaster Associate Kimi Sokhi, Kelly on how to use the Stress Mastery Program within a company
- **HOW TO USE THE SMQ IN COACHING OR COUNSELING** - Practical Advice from Associates - Video interviews of experienced Stressmaster Associates with a focus on "How to you use the SMQ in a coaching or counseling session."
- **HOW TO USE THE SMQ IN A CORPORATE TRAINING PROGRAM** - An interview with Carlos Nunez of CitiBanamex who shares how the Stress Mastery Program has been used with over 500 bank employees in Mexico

VIDEOS

Videos resources used in a Workplace Stress Mastery Training Workshop

3 COVID RELATED VIDEOS: EMERGE-STRONGER WEBINARS

3 short videos by Dr. Jim Petersen and Susan Robertson on Emerging Stronger during Covid-19 epidemic.

MINDFULNESS

A short video on what is mindfulness and why it is important to be in the present moment.

DEEP BREATHING EXERCISE

A 3 minute deep breathing video that can be used in a coaching or training program.

STRESS IS ALL AROUND US

A short video about stress in general. Often used at the beginning of a workshop.

THE ART OF TAI CHI –

A video that shows the value of Tai Chi and Deep Breathing in mastering stress

STRESS RELATED ARTICLES & POSTS

Several articles are provided covering various topics related to stress and stress mastery

[STRESS MASTERY RESOURCES FOR ASSOCIATES](#)



Stressmaster International provides evidence-based, stress mastery tools, techniques and training materials for trainers, counselors and coaches to use in their training, counseling or coaching. Following are resource links that can be downloaded. It is recommended that each resource be placed into a unique folder on your computer; e.g., Stressmastery Resources. It is helpful to place each resources into sub-folders, such as Videos, PPTs, PDFs, WORD, etc. Following are the Resources available to Associates. When we add more Resources, a new updated Resources will be sent to you.

THE STRESS MASTERY PROGRAM

The [Stress Mastery Questionnaire \(SMQ\)](#) is the heart of the Stress Mastery Program and consists an in-dept stress assessment, feedback and recommendations as to how to reduce and master stress. Click here to watch a **video** that explains the --> [STRESS MASTERY PROGRAM](#)

#1 - STRESS MASTERY QUESTIONNAIRE (SMQ)



The *Stress Mastery Program* starts with each client or trainee completing the **Stress Mastery Questionnaire (SMQ)** on-line. In order to reduce and master stress, it is essential to help your clients or trainees understand how stress may be affecting them physically, behaviorally and emotionally right now!.All Stress Mastery Programs begin with or include the SMQ taken on-line. To take the SMQ each person is provided with a unique Access Code that is typically delivered by the trainer or coach via email. Each Associate is provided with an Excel sheet with the number of Access Codes purchased and a link to the SMQ assessment portal.

SMQ Translations: The SMQ is available in English, Spanish, French, Norwegian, Slovenian, Polish, Romanian, Hungarian and Arabic. If you want to use any of these translations, please [contact us](#) for pricing.

#2 - STRESS MASTERY REPORT

After taking the SMQ, each person receives a copy of their **Stress Mastery Report**. The report is created based on how each person answered the SMQ questions; scores are compared to the "norm" group and a "risk" level is then applied from High to Low. The Stress Mastery Report shows where stress may be a problem for the individual and will help the client know what to focus on to reduce and master stress. This Report is an essential component of the Stress Mastery Program and is used interactively with each person to determine the best direction to go for positive change and personal development. Click to see an example of the [STRESS MASTERY REPORT](#)

#3 - STRESS MASTERY GUIDE

After completing the SMQ and receiving the Stress Mastery Report, clients or trainees receive a copy of the [Stress Mastery Guide](#) that explains what each scale means along with information about **WHAT TO KNOW** and **WHAT TO DO** to reduce and master stress. Coaches and trainers use the Guide to help each person have a better understanding of his or her stress.

Professional Quality printed copies of the Guide may be purchased in English. Printed Guide/Workbooks are print-on-demand, so allow at least 10 to 14 days to receive them. You may 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 Version of the Guide is available for use with clergy, parishoners and lay members; a Jewish Version will be available soon. Click the links below to download the [English, Church or Spanish Versions](#) and [contact us](#) to learn more about for the [Arabic, Polish, Romanian, Hungarian, Norwegian or Jewish Versions](#). Click below to download...

NEW
[ENGLISH VERSION](#) [SPANISH VERSION](#) [CHURCH VERSION](#) [JEWISH VERSION \(Coming Soon\)](#)

NEW #4 - STRESS MASTERY WORKBOOK

In addition to the [Stress Mastery Guide](#), a new [Interactive Stress Mastery Workbook](#) is now available for use in your coaching or training. This **Workbook is interactive** so that the client or trainee can simply enter his or her responses for each exercise directly on-line. The Workbook contains specific exercises to use in a coaching or training program. Currently, the Stress Mastery Workbook is only available in English. Click to download a copy - [Stress Mastery Workbook](#). If you'd like to use a [Combined Guide & Workbook](#), click here to download the [Guide and Workbook](#)

TRAINING & COACHING RESOURCES

Associates are provided with a variety of training and coaching tools, materials and workshop materials in order to conduct successful Stress Mastery Workshops or provide clients with effective stress mastery coaching. In addition, training and development coaching is by Dr. Jim Petersen to help design and conduct workplace stress mastery program or use the Stress Mastery Program in a coaching or counseling setting. The following are provided to each Licensed Associate:

STRESS MASTERY PROGRAM FACILITATORS MANUAL (143pp)

The Faciliators Manual is the starting point in helping to understand how to design and implement a Stress Mastery Workshop or coaching program. The Manual explains what the SMQ is, how it was developed and the many ways to use it in coaching, workshops and seminars.

MANUAL TABLE OF CONTENTS ***FACILITATORS TRAINING MANUAL***

AUTOMATIC NEGATIVE THOUGHTS (ANTs) WORKSHEET

This worksheet provides a tool to help clients/trainees understand and learn how to change the negative thoughts that are creating stress. Click here too download a copy to use with your clients

[ANTs WORKSHEET](#)

HOW TO CONDUCT A STRESS MASTERY WORKSHOP - VIDEOS & PPTs

These three videos are from 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, 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 skills.

[WEBINAR VIDEO - PART 1](#)

[WEBINAR VIDEO - PART 2](#)

[WEBINAR VIDEO - PART 3](#)

[WEBINAR POWERPOINTS](#)

[Zip File](#)

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 watch the interview.

KIMI_SOKHI INTERVIEW

HOW TO USE THE SMQ IN COACHING OR COUNSELING

In order to provide Associates and Affiliates with the best information about how to use the SMQ and Stress Mastery Guide and Workbook in a coaching or counseling sessions, Dr Petersen interviewed and video recorded several experienced Stressmaster Associates. The focus was on "How do you use the SMQ in your coaching or counseling." Select video clips were then used in a 1-hour Webinar training program for Associates and Affiliates. The result are the following video recording of that Webinar.

1st WEBINAR "HOW TO USE THE SMQ IN COACHING CLIENTS" ***2ND WEBINAR SLIDE DECK WITH VIDEO LINK***

STRESS, CORTISOL AND WELLNESS

The PowerPoints slide-deck from a March 2022 presentation to wellness professionals.

NEW POWERPONTS FROM WEBINAR

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

STRESS MASTERY WORKSHOP POWERPOINTS

These 13 Stress Mastery Workshop PowerPoints are used in a Stress Mastery Workshop or Seminar. They “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.

WORKSHOP POWERPOINTS

Zip File

WEBINAR WITH SUSAN ROBERTSON & JIM PETESEN - POWERPOINTS

Jim Petersen and Associate Susan Robertson, founder of LINCEIS, conducted 3 twenty-minute webinars on Emerging Stronger Through the Covid crisis in 2020. While the videos are no longer available, below are the PowerPoints used in the three webinars. Feel free to be inspired and create your own Webinars.

WEBINAR 1: EMERGE STRONGER PPT

WEBINAR 2: EMERGE STRONGER PPT

WEBINAR 3: EMERGE STRONGER PPT

MASTERING STRESS: A GUIDE FOR CORRECTION OFFICERS & LAW ENFORCEMENT - VIDEO & PPT

Stressmaster International was contracted to create PowerPoint and a Video to help correctional officers (COs) and staff learn how to recognize stress, reduce and master stress on the job and at home. These materials were created for the National Institute of Occupational Safety and Health (NIOSH) to help CO's learn how to reduce and master stress. The video and PPTs can be used with law enforcement, teachers or any high stress occupation.

CORRECTION OFFICERS - VIDEO

CORRECTION OFFICERS-PPT

CORRECTION OFFICERS - PPT HANDOUTS

STRESS MASTERY VIDEOS

These videos may be used in a Stress Mastery Training Workshop to illustrate certain techniques or to create an awareness of what is stress.

NEW ***CORTISOL, STRESS AND WELLNESS*** - This video illustrates the shows how stress affect the body, health and wellness.

AN INTERVIEW WITH DR. JIM PETERSEN BY LISA KELLY - An interview on Executive Stress with Lisa Kelly and Jim Petersen.

STRESS MASTERY: BE MINDFUL - A short video on what is mindfulness and why it is important to stay in the present moment to prevent stress from occurring.

STRESS BUSTER VIDEO A 3 minute deep breathing video that can be used in a coaching or training program.

STRESS IS ALL AROUND US VIDEO - A short video about stress in general. Good for a starting point for a presentation or discussion about stress.

TAI CHI VIDEO - 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.

STRESS RELATED ARTICLES, POSTS

ABOUT THE SMQ - INTERVIEW	<i>“Learn About the SMQ”</i>
WHY STRESS ASSESSMENT	<i>“Do You Know Your Signs of Stress”</i>
MASTERING STRESS	<i>“Coping, Managing and Mastering Stress: What’s the difference?”</i>
CHALLENGE OUR THINKING	<i>“Stressmaster Associate Video”</i>
WELLNESS	<i>“Is Your Wellness Program As Good As It Could Be.”</i>
CORPORATE	<i>“The Elephant in the Room”</i>
WORKPLACE STRESS	<i>“Workplace Stress is Real”</i>
CHURCH STRESS	<i>“Pastoral Stress is Real”</i>

MISCELLANEOUS

APPROVED STRESSMASTER LOGOS

We encourage you to use the Approved Logos in all of your communication. Co-branding with us enhances credibility and awareness. Place one or more of the logos, which can be found by clicking the link below, in marketing, advertising, website, emails and brochures. Feel free to contact us if you have any questions or need something special.

[APPROVED LOGOS](#)

WE LOVE REFERRALS!

Like you, Referrals are the heart of our business model. We encourage you to refer potential future Associates or Affiliates to us. We provide a very robust commission fee based on the degree of your involvement in the referral. Fees are paid immediately upon a person or company paying for and becoming our Associate or Affiliate. Click to link below to learn about this great program.

[REFERRAL PROGRAM](#)

MARKETING MATERIALS & SERVICES

For Associates Only

If you are an Affiliate and would like to upgrade to become an Associate to access these materials, please [contact Jim Petersen](#) for a Special Upgrade Offer for Affiliates only. The hyper-links below are only active for Associates.

ALL ABOUT STRESSMASTER

These PowerPoints and PDFs share the Stressmaster International story and is typically used as part of a marketing or sales presentation. When presenting to a group, it is important to build credibility and trust. These pdfs and PowerPoints will lend credibility and build confidence to you and your presentation. You may modify to meet your needs and reflect your brand.

[***WHAT MAKES STRESSMASTER UNIQUE - PPT***](#)

[***WHAT MAKES STRESSMASTER UNIQUE - PDF***](#)

MARKETING GUIDELINES & HOW TO CREATE AN EFFECTIVE MARKETING PLAN

A challenge facing many Associates is how to market and sell their Stress Mastery Program as a Workshop or to individuals for Coaching. The following are essential components of an effective marketing and communication plan. Every Associate is essentially a business and, as such, should have a Marketing Plan. The following pdfs provide an understanding of the fundamentals of how to create 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.

[***QUICK START GUIDE***](#)
[***MARKETING PLAN WORKBOOK***](#)
[***MARKETING PLAN VIDEO***](#)

WEBINAR - HOW TO MARKET YOUR STRESS MASTERY TRAINING WORKSHOP

This video explains the key elements of marketing a workshop to a company or organization. It's a big file, so it may take awhile to download.

[***MARKETING WEBINAR VIDEO***](#)

[***WEBINAR POWERPOINT***](#)

WEBINAR - HOW TO MARKET USING FACEBOOK

Reaching your target market with your message is always a challenge. Kristin Blaker, our Norwegian Associate, took a different approach and successfully marketed her Stress Mastery Webinar using Facebook, exclusively. Watch this video to learn about one way to market a Stress Mastery Coaching Program.

[INTERVIEW WITH KRISTIN BLAKER](#)
[MARKETING RELATED 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.

WORKPLACE STRESS MASTERY PROPOSALS

Writing a proposal is always a challenge. Following are three examples of proposals you can use in your effort to create new business. These are Word Docs, so you can modify to fit your specific needs.

[PROPOSAL 1](#)
[PROPOSAL 2](#)
[PROPOSAL 3](#)

MARKETING MATERIALS

Several examples of ways to market Stress Mastery Workshops

[FLYERS, POSTERS AND EMAIL BLASTS](#)