

STRESSMASTER[®]
INTERNATIONAL

TRAINING & COACHING RESOURCES
FOR ASSOCIATES & AFFILIATES

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OVERVIEW

RESOURCES FOR BOTH ASSOCIATES AND AFFILIATES

All Associates and Affiliates are provided with the following materials and resources:

- **Stress Mastery Questionnaire (SMQ) Link** - Allows access to the SMQ assessment process
- **SMQ Access codes:** 10 Access Codes (Affiliates) or 25 Access Codes (Associates)
- **Stress Mastery Report** - Provided for each person who takes the SMQ
English, Christian and/or *Jewish Versions* of the Guide are available
- **Stress Mastery Guide** - Provided for each person to interpret the results of their SMQ
- **The Stress Mastery Workbook** - Provided for each person that has exercises to master stress
- **Stress Mastery Program Facilitators Manual** – The “How To” Manual on Using the SMQ (143pp)
- **Coaching and Mentoring** - 1 hour for Affiliates and up to 3 hours for Associates

RESOURCES FOR ASSOCIATES ONLY

Becoming a Stressmaster Associate opens the door to over 30 training, coaching and marketing resources valued at over \$5000. The **Stress Mastery Program** consists of the following assessment, training, coaching and educational products that are provided to Licensed Associates. **Affiliates may upgrade to Associate level at any time.**

RESOURCES - Translations of the SMQ

Additional links are available to have clients take the **SMQ Online** in:

Spanish, Norwegian, Polish, Slovenian, French, Hungarian, Romanian and **Arabic**

- Access to **Stress Mastery Reports** in:

Spanish, Norwegian, Polish, Slovenian, Hungarian, Romanian and **Arabic**

RESOURCES - Training

- **All Stress Mastery Training or Coaching Resources**
Includes: PowerPoints, PDFs, Videos, Articles, Word Docs
- **How To Conduct A Stress Mastery Workshop** - Videos, PowerPoints & 13 PowerPoints
- **How To Use the SMQ In a Corporate Training Program** - CitiBanamex Video Interview
- **Mastering Stress Through Covid** - 3 Webinar Videos
- **How To Change Automatic Negative Thoughts (Ants)** – Exercise & Worksheets
- **Mastering Stress: A Guide for Correction Officers & Law Enforcement** - Video, Ppt & Handouts

RESOURCES - Coaching

- ***How to Use the SMQ when Coaching in a Company Environment*** - Video Interview
- ***How To Use the SMQ In Coaching or Counseling*** - 2 Comprehensive Webinar Videos

RESOURCES - Marketing

- **What Makes Stressmaster Unique** - PowerPoints and PDFs
- **How to Create an Effective Marketing Plan** - Webinar Video + Workbook
- **Quick Start Guide** - PDF
- **How to Marketing Your Stress Mastery Program Workshop** - 2 Webinar Videos
- **How to Marketing Your Stress Mastery Program with Facebook** - Video Interview
- **Workplace Stress Mastery Proposals Models** - 3 Model Proposals - Word Doc
- **Marketing Materials** - Examples of Flyers, Posters & Email Blast concepts
-

RESOURCES - Supportive Videos

- *Executives & Stress*
- *Stress Mastery & Mindfulness*
- *Stress Buster Video*
- *Stress Is All Around Us*
- *Master Stress with Tai Chi*

RESOURCES - Articles by Dr. Jim Petersen

- *"About The SMQ"*
- *"Do You Know Your Stress Warning Signs?"*
- *"Is Your Wellness Program as Good as It Could Be?"*
- *"STRESS! The Elephant in the Room"*
- *"Workplace Stress Is Real"*
- *"Pastoral Stress is Real"*

STRESS MASTERY RESOURCES



Stressmaster International, LLC 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 by both Associates and Affiliates. 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 links to download Resources available, .

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)

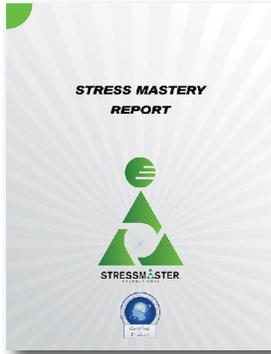


The *Stress Mastery Program* starts with each client or trainee completing the **Stress Mastery Questionnaire (SMQ)** on-line. In order to reduce and master stress, it is essential to help your clients or trainees understand how stress may be affecting them physically, behaviorally and emotionally right 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.

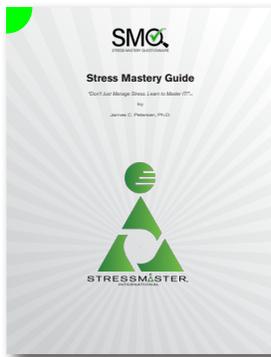
SMQ Translations: The SMQ is available in English, Spanish, French, Norwegian, Slovenian, Polish, Romanian, Hungarian and Arabic. If you want to use any of these translations, please [contact us](#) for pricing.

#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.

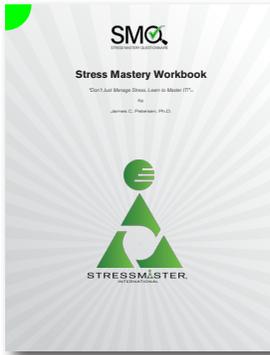
For Associates who work with religious organizations, a Church Version of the Guide is available for use with clergy, parishioners and lay members; a Jewish Version is available now. Click the links below to download the [English, Church or Spanish Versions](#) and [contact us](#) to learn more about for the [Arabic, Polish, Romanian, Hungarian, Norwegian or Jewish Version](#).

[CLICK BELOW TO DOWNLOAD THESE VERSIONS OF THE GUIDE:](#)

[ENGLISH VERSION](#) [SPANISH VERSION](#) [CHURCH VERSION](#) [JEWISH VERSION](#)

[WATCH INTERVIEW WITH RABBI MYERS ABOUT THE JEWISH VERSION.](#)

#4 - "FILLABLE" 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 or Fillable*, so that the client or trainee can 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](#)

STRESS MASTERY PROGRAM FACILITATORS MANUAL (143pp)

The Facilitators 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](#)



TRAINING & COACHING RESOURCES FOR ASSOCIATES ONLY

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:

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 CHANGE 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 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 where 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

The Webinar Video + PowerPoints from a March 2022 presentation to wellness professionals.

POWERPOINTS FROM WEBINAR VIDEO OF 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 was an integral part of the Peak Performance Program created by Susan Roberson, 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

HOW TO CONDUCT A STRESS MASTERY WORKSHOP

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

MASTERING STRESS THROUGH COVID - 3 WEBINARS

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 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

WEBINAR - HOW TO MARKET YOUR STRESS MASTERY TRAINING WORKSHOP

These two videos explain the key elements of marketing a workshop to a company or organization.

MARKETING WEBINAR VIDEO - 2016 Webinar
WEBINAR POWERPOINTS

HOW TO MARKET YOUR STRESS MASTERY WORKSHOP VIDEO - 2022 WEBINAR
WEBINAR POWERPOINTS - 2022 WEBINAR

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

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

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.

POSTERS

FLYERS

EMAIL BLASTS

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.

EXECUTIVES & STRESS - An interview with Dr. Jim Petersen by Lisa Kelly about how stress affects executives and what they can do to master stress.

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	<u><i>"Learn About the SMQ"</i></u>
WHY STRESS ASSESSMENT	<u><i>"Do You Know Your Signs of Stress"</i></u>
MASTERING STRESS	<u><i>"Coping, Managing and Mastering Stress"</i></u>
CHALLENGE OUR THINKING	<u><i>"Stressmaster Associate Video"</i></u>
WELLNESS	<u><i>"Is Your Wellness Program As Good As It Could Be."</i></u>
CORPORATE	<u><i>"The Elephant in the Room"</i></u>
WORKPLACE STRESS	<u><i>"Workplace Stress is Real"</i></u>

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](#)

