



# Stress Coaching Association

THE GLOBAL PLATFORM FOR STRESS PROFESSIONALS

# STRESS COACHING

MAGAZINE AUG 2015

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LATEST STRESS NEWS | HOT ARTICLES | EXPERT VIEWS  
FIND A STRESS PROFESSIONAL | HOT STRESS TIPS



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A person wearing a dark pinstripe suit, a white shirt, and a blue tie is holding a large, translucent blue rectangular block. The block is positioned in the upper left quadrant of the image, partially obscuring the person's torso. The text is written in white, uppercase letters on the blue block.

DEDICATED TO OFFER  
A SERVICE FOR STRESS  
PROFESSIONALS GLOBALLY  
TO COLLABORATE,  
INNOVATE AND FIND  
PRACTICAL SOLUTIONS  
FOR GROWTH AND  
EXCELLENCE IN SERVICE  
DELIVERY



# FROM THE STRESS COACHING ASSOCIATION

*A INCLUSIVE PROFESSIONAL ASSOCIATION FOR STRESS PROFESSIONALS GLOBALLY*



## ABOUT US

**T**he Stress Coaching Association (SCA) is the top level professional membership body for Stress Coaches and Stress Professionals, supervision, and advisory services to public and corporate organisations.



## OUR PURPOSE

The Stress Coaching Association endeavor to be a leading independent, and not-for-profit professional body dedicated to promoting best practice and raising the awareness and standards of stress coaching, worldwide. “Our purpose is to inspire and champion stress coaching excellence, to advance the stress coaching profession, and make a sustainable difference to individuals, organizations, and in turn, society.”

## OUR AIM

We aim to forge a global network of active Professional Stress Coaches globally – to redress local and Corporate Stress, through collaboration, interactive participation, training, sharing good practice, professional development and support. Our aim is further to establish the Stress Coaches Association as an established global body to represent Stress Coaches nationally and internationally. We will be an inclusive organization, with members from all over the world, and to be made up of professional coaches, stress professionals, training & coaching service providers, internal stress coaches, and organizations.

## OUR COMMUNITY

We endeavor to have a vibrant community of members and be a market led professional body, serving our members and the greater stress coaching community. The Stress Coaching Association pledge to be progressive, dynamic and inclusive, pursue innovative and practical solutions and to celebrate and build upon our success, and to recognize all those within our community, who make the Stress Coaching Association exceptional.



## WHAT DO WE DO?

We strive to usher a new approach to stress intervention in corporate, community and society, globally. Our approach include being a governing body for stress coaches, promoting the dissemination of stress coaching through research and promote stress coaching training and continued improvement to our profession so as to attain our goals.

We are a not-for-profit organisation providing:

- Accreditation for Stress Coaches and Supervisors
- Accreditation for Member organisations and stress coaching training courses
- Associate practitioner membership supervised by SCA accredited members for people working towards full accreditation in due course
- Setting Professional standards for stress coaching and supervision
- Promoting good practice guidance and information about stress coaching and supervision
- Arranging and managing Events and resources for members

## HOW DO I JOIN?

## WHY WOULD YOU JOIN US?

- You do NOT pay for being part of this Stress Coaching Association
- We specifically focus on building a community entirely on addressing stress and stress management – to the Corporate and general public.
- Gain full accreditation for your expertise
- We offer you various routes into professionalism
- We endeavor to rigorously promote our Stress Coaches through a variety of mediums and platforms, your services and expertise to build your business and income
- You are promoted via our online stress talks channel and web-service and can contribute in participating in expert interviews, podcasts and discussions on your experiences and stress expertise. These are availed to general public, corporate and promoted via regular global press releases and social media.
- You are promoted when you offer submissions into our Stress Coaching Magazine with your expertise and articles – and these are also availed to general public, corporate and promoted via regular global press releases and social media.
- You can opt in to be listed into our online Stress Coaching Directory and be found by clients.
- You can network and share in our online stress coaches community and forge specialist relations, gain the expertise from industry professionals, build you resources, increase your skills, share your expertise with others, gain additional credentials, find supervision or supervise others, and simply share in.
- Share in Ongoing Professional Development and skills training courses
- You can offer your own CPD training course to fellow professionals
- Benefit from networking and sharing good practice
- Keep updated with cutting edge stress research from fellow colleagues globally
- Benefit from discounted deals we offer
- Enjoy our discounted rates for products, services and training
- Get access to discounted insurance rates
- We will periodically offer you free professional training programs
- Get assistance with Business setup and marketing
- You can order your own a unique gold printed certificate to enhance your reputation and status with registration











What is Stress **Coaching**?



*Coaching can be instrumental in tackling the root cause of stress and working on ways of managing it. Stress Coaching is designed to help you explore the causes of stress, including those created by work, family, and past experiences, and find practical strategies to help you cope faster.*

## A COACHING SESSION

*As a sample introductory session a thorough assessment of your situation will be taken. This include an assessment of current stressors, coping skills, impact of this on your current functioning, support structures, current health, diet and eating habits, socialisation, cognitive perception of stress, self awareness and self management skills.*

*Stress Coaching is a comprehensive program addressing the various components of your life that impact and is impacted upon because of Stress overload. A comprehensive plan is structured from this assessment and initial discussions, with you. Specific targets and goals are determined between you and your coach, checked and updated on a regular basis. This plan would include aspects from all or most areas of your life that needs adjustment or improving*

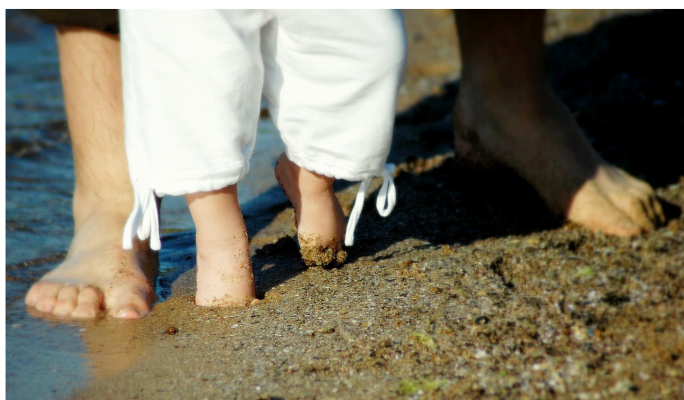
*The focus for your coach is on empowering you by providing the tools, knowledge and confidence needed to enable you to take responsibility for managing stress yourself: getting you to devise your own action plan and goals to help you beat stress. Stress Coaching provides tailored solutions to stress that work for you.*

*Some of the knowledge and skills that coaches provide to help you devise your own stress busting action plan include:*

- *How to quickly recognize when stress has become a problem*
- *Recognizing unhelpful thinking styles*
- *Using imagery to manage stress*
- *Time management*
- *Changing behavior to beat stress*
- *The link between physical health and stress, and more*

*The process includes a Holistic Lifestyle Management assessment and program development to help you manage and deal with your stress easier. Your stress coach will continue to work with you, monitoring progress towards achieving goals and listening to feedback on progress until such time that you feel you no longer need support.*

## COACHING IS AVAILABLE FOR INDIVIDUALS, IN CORPORATE SETTINGS AND FOR GROUP SESSIONS



## CORPORATE COACHING

*Our coaching for managers and business leaders seeking to understand and control their own emotions and learn to manage the inevitable stress of the rapid changes and competitive business environment. The corporate world is a very exciting yet unpredictable place. When undesired and unpleasant events happen, people may begin to feel disturbed, lose patience, experience conflicts with collaborators. The end result of this stress is always a decrease in employees' efficiency and company's productivity. An employee or manager who is overwhelmed with negative and upsetting feelings is virtually incapable of performing efficiently. The key to consistent top performance is to coach your managers and employees to manage their emotions that are resulting in non-productivity.*

*You can get a Stress coach, Stress Practitioner or a stress group coach to help your workforce cope better with stress. from a specialist in the stress coaching association. JUST CONTACT US*

# Live 100 times more...

**DENIS GORCE-BOURGE**

INTERNATIONAL EXECUTIVE COACH & FACILITATOR



**Life is short. We are here for a blink of an eye and I hear constantly so many people telling me about how quick life is.**

I strongly disagree with this statement.

First because I don't fear aging as I am curious to see and feel how it is to be older. I went from my 20s to my 30s to my 40s to now my 50s and I am still so excited about getting older. I feel that I finally get a body matching pretty much the feeling that I had from the start. When I was a kid, it was very frustrating to have to obey all those people deciding for me and especially because I was feeling so grown up already.

So, how can you live 100 times more? It is not about the time you have but about what you do with it.

To start with, 95% of your thoughts today are identical to the ones you had yesterday and during all this time, you are somewhere but not in your life. I have been practicing meditation for nearly 3 decades and it has been the best way for me to learn how to make the most of my life.

Because our only access to what we call reality is through our five senses, we have to use it and enjoy this access, despite the fact that we don't and will never know really what reality is exactly. Feel, smell, touch and enjoy what is around you.



**Y**ou have an amazing playground available constantly around you and most of you prefer instead to repeat over and over again some thoughts that you already had yesterday and the day before. I can tell you that I love to wash dishes: it is a potential moment of mindfulness in my day.

Another very good one is in the morning during shower. I am sad to announce that you are not in the shower most mornings. You are in fact naked and wet in the boardroom with the people you are going to meet up with later, already planning what you are going to say. It is unfortunate because it is not appropriate to be naked in the board room and because a shower is a unique opportunity to be present in the moment.

**D**ays are full of moments and opportunities to be present. In public transport, I rarely see anyone present. People are mostly on their smart phone, on their tablets, on newspapers, on a book but not present. What about all those people around you? What can you learn from watching and why not interacting as well by just smiling perhaps?

Mindfulness is like gym: yes I know that it is not the most favourite activity for many of you but you don't grow a muscle without exercising it. In the same way, presence needs to be exercised. The more present you are, the more present you become.

The good news is that you can start whenever you want, where ever you are.

Isn't it a great day to start enjoying the fact that you are alive in this very moment? Come back and discover what marvels are in store for you when you are really in your life.

**T**his is the way to make your life 100 times longer...

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# DENIS GORCE-BOURGE

## **Executive & Life Coach**

I have been specialised for many years in Stress Management, using mindfulness, Awareness and changing limiting beliefs which are very often at the core of the stress mechanism.

### **I offer:**

Life and Executive Coaching,  
Training and Facilitation  
Speeches on various topics including Stress Management,  
Leadership and Management

### **Contact:**

GB Life Coaching Ltd  
[www.gblifecoaching.com](http://www.gblifecoaching.com)  
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# OUR STRESS PROFESSIONAL MEMBERS

**NICK EBDON**  
United Kingdom



**Current Profession**

Stress Management Consultant, Life Coach,  
Corporate Stress Professional, Stress Trainer

**My services**

Hypnotherapy, NLP, CBT, BWRT, COACHING  
Certification in hypnotherapy and NLP

**Sessions I offer**

Face - 2 - Face, Group Sessions, Online, Training

**Membership Associations**

BACP, ISMA, ILM, CNHC, NCH, GHR

**Ann Galloway**  
United Kingdom



**Current Profession**

Stress Consultant

**My services**

Face to face counselling in Leeds City Centre

**Sessions I offer**

Telephone Sessions, Skype Sessions

**Membership Associations**

BACP

FIND A STRESS PROFESSIONAL NOW

## Paul Mallot

United Kingdom



### **Current Profession**

Supervisor, Stress Professional, Alternative Stress Professional

### **My services**

Depression. Anxiety, PTSD, Mental Health issues

### **Sessions I offer**

Face - 2 - Face, Group Sessions, Online, Training

### **Membership Associations**

British Psychological Society, Royal Society of Medicine, British Association for Behavioural Cognitive Psychotherapies. National Counselling Society, Royal College of Nursing

## Michelle Attias

United Kingdom



### **Current Profession**

Stress Coach, Supervisor, Stress Management Consultant, Stress Professional

### **My services**

Face to face counselling and coaching

### **Sessions I offer**

Face 2 face, Telephone, Skype Sessions

### **Membership Associations**

BACP - British Association of Counselling and Psychotherapy (registered and accredited)  
UKCP, Certified Clarity Coach

## Susan Watson

United Kingdom



### **Current Profession**

Stress Coach, Supervisor, Stress Management Consultant, Stress Professional

### **My services**

Face to face counselling and coaching

### **Sessions I offer**

Face 2 face, Telephone, Skype Sessions

### **Membership Associations**

BACP - British Association of Counselling and Psychotherapy (registered and accredited)  
UKCP, Certified Clarity Coach

## Matthew Sathiasillan

Australia



### **Current Profession**

Corporate Stress Professional

### **My services**

Corporate Stress Management & Channelling, Executive Coaching, Leadership Development, Personal Development, Neuro Linguistic Programming for Success

### **Membership Associations**

American Board of Neuro-Linguistic Programming



# WHAT IS STRESS?

*Stress is any strain or force on the body or mind; a power that deforms the shape of the body subjected to it. It is basically a dis-harmony or instability of a once-balanced state. Dr. Hans Selye, the most renowned authority and researcher on stress, defines it simply as the rate of wear and tear on the body. Each time we are stressed, specific bodily responses occur. An impulse is relayed to the brain, which sends out signals to the glands and organs to secrete over 1000 hormones into the bloodstream. Immediately, muscles tense, breath rate increases, heartbeat quickens, blood pressure rises and blood is shunted from the skin and organs to the muscles; the brain and the digestive system is disrupted. We are prepared to respond to the stressor. This preparation for danger is the fight or flight response, a term coined by Harvard physiologist, Walter Cannon, in the 1930's.*

*The fight-or-flight response is an instinctual response, a survival mechanism which enabled us to survive as a species. However, now it is often an inappropriate response as our bodies tend to react as if our lives are being threatened when they are not. Today, threats are mostly emotional rather than physical, yet we habitually respond via the fight or flight response as if we are in constant danger.*

*Deadlines, unrealistic self-explanations, job and home pressure, credit card debt, unpaid bills, traffic, and the rapid, subtle stresses of modern times creates prolonged stress. This type of stress can cause both psychological and physical health problems.*

*"It's difficult to think of any disease in which stress cannot play an aggravating or causative role." Paul Rosch, MD president of the American Institute of Stress"*

## The Problem

*Prolonged stress interferes with the body's natural ability to return to homeostasis (a balanced state). Our bodies have a mechanism for reacting to stress, but then needs to return to this balanced state for optimum health. Normally, after a stressful event, the body automatically returns to homeostasis. Researchers have shown that chronic prolonged stress speeds up the shriveling of the tips of the bundles of genes inside the cells. This not only shortens the life span of the cells, but also deteriorates them. Symptoms from this stress related accelerated aging emerges in the form of skin wrinkles, weakened muscles, diminished hearing, eyesight, cognitive processes and even organ failure.*

**A**s many as 80 percent of Americans are stressed about their personal finances and the economy, according to the annual survey conducted by the American Psychological Association.

All we have to do is read the newspaper, turn on the radio, or talk to friends. To add insult to injury we have road rage, desk rage, gone postal, and a new term called techno-stress which is the incessant intensification and infusion of new information. One hundred years ago there were no jet planes, hardly any automobiles, certainly no cell phones, Blackberry's, computers, internet, or fax machines. More than 80% of the world's technological inventions have occurred since 1900. There was more information produced in the 30 years from 1965-1995 than was produced in the entire 5,000-year period from 300BC to 1965. We have experienced more change in the past 20 years than the world encountered in the previous 2,000 years. Never before in our history has our life's changed so rapidly.

*"There is more to life than increasing its speed."*

*Mahatma Gandhi*

The World Health Organization described stress as a world wide epidemic and a United Nations report called job stress, "The disease of the century". The cost of uncontrolled stress to American business exceeds over 300 billion dollars each year. Stress can be very subtle and builds up like the steam in a pressure cooker. It's extremely important to be aware of ones stress level and continually release it, letting out some of the steam. I. It would take hours to describe the many physical and emotional problems prolonged stress can cause. Suffice to know that an ounce of prevention is worth a pound of cure. Louis Pasteur stated that disease was not caused by bacteria alone but the condition of the a host's body. According to the American Academy of Family Practice two thirds of the people who visit family doctors suffer from stress related illness. Statistics, from the NHS Information Centre, show that the number of outpatient appointments for patients diagnosed with anxiety disorders and panic attacks rose from 3,754 to 17,470 between 2006/2007 and 2010/11

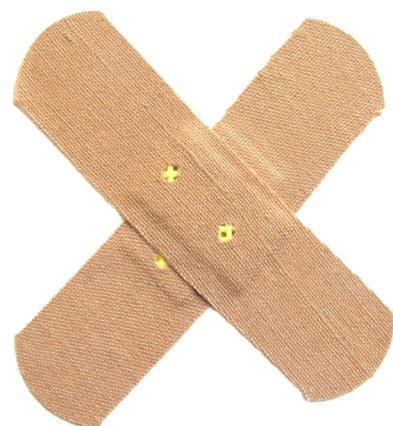
Working conditions such as excessive workload, increasing demands and conflicting expectations play a primary role in causing job stress, according to the National Institute for Occupational Safety and Health (NIOSH). Over-stressed employees affect the company's bottom line.

Stressful working conditions are associated with increased tardiness, absenteeism, illness, injury, and disability. Healthcare expenditures are nearly 50 percent greater for workers who report high levels of stress. According to Northwestern National Life a fourth of all U.S. employees view their jobs as the number one stressor in their lives. Princeton Survey Research Associates report that three-fourths of employees believe worker's have more on-the-job stress than a generation ago. Other research has found that 34 percent of American worker's loose sleep; 11 percent drink heavily and 16 percent smoke excessively.

A survey of 1,305 U.S. workers shows that one in ten workers say employees have come to blows because of stress at work. Forty two percent say there's yelling and verbal abuse in their offices. One in five had quit a job because of stress. The Bureau of Justice Statistics documented 1.5 million instances of simple assault and 396,000 cases of aggravated assault per year at the workplace. The National Safety Council estimates that 1 million employees are absent on an average workday because of stress related problems.

*"Stress management is not a luxury; it's a necessity for maintaining optimal health, productivity and a high quality of life." Jeff Gero*

A certain amount of stress is beneficial for employees to feel creative, energetic, and productive. It's only when stress becomes overwhelming and prolonged, that we have to work harder to compensate by increasing those things that give us stress release.





## The Solution

Learning how to manage stress is not only a cost-effective business decision, but fulfills a humanistic need, which builds loyalty and commitment toward the organization. Employees are being asked to do more, work longer hours and take on more responsibility. They are not taught how to prepare for and handle these additional responsibilities and stressors. With the on set of new technology including cell phones, I phones, beepers, faxes, and lap tops, employees have less away time which makes it very important to learn how to let go disconnect and relax.

Becoming aware of your thoughts will help manage stress. Recognize what things trigger your stress response and then plan a coping strategy. For instance I will ask, "How many people in this seminar get up- tight in traffic?" Everyone raises their hand. Then I say, "Is there anyone who can do anything about traffic?" No one raises their hand. So if you can't do anything about traffic, why continue to let it bother you? Instead enjoy listening to music or an audio book or use the time to take deep breaths and release stress. Get back in control and don't allow situations to take away your power and peace of mind.

A two-year study of 1,300 employees at Northwestern National Life Insurance Company showed that illness resulting from work place stress and job burnout can be reduced. It was also learned that by providing stress management programs to employees it is perceived that the company cares about them which will reduce turnover as employees rate work environment more important than financial rewards. Northumbria Healthcare's wellness accomplishments include a reduction in staff turnover, a 5-7% decrease in sickness and absence, a lower level of staff stress, a decrease in bullying and harassment, and an increase in preventive actions through early referrals to Occupational Health.

*"Today we live in a society that equates relaxation with wasting time. Actually our productivity and health improves when we periodically relax, release stress, and become centered, because then we are in control of ourselves rather than allowing stress to control us." Dr. Jeff Gero*

Equitable Life Assurance of New York estimated they saved \$5.52 for every \$ 1.00 invested in stress management In a study at SCI Insurance Group, it was found that relaxation training lowered health care costs by 50% to 68%. According to the University of Michigan Health Management Research Center, healthy people cost an average of \$4,000 less each year in healthcare costs than unhealthy employees.

Researchers have found that meditation a deep relaxation technique benefits the body, mind and spirit by lowering blood pressure, drug dependency, cholesterol, stress and anxiety levels, risk of stroke and heart disease asthma and other psychosomatic dis-eases, while increasing stress resilience, happiness, ability to fall asleep, brain hemisphere synchronicity creativity, alertness, self awareness self acceptance and a deeper sense of spirituality and meaning. Brain research is beginning to produce concrete evidence for something that Buddhist practitioners of meditation have maintained for centuries.

**M**ental discipline and meditative practice can change the workings of the brain and allow practitioners to achieve different levels of focus and awareness. That is why a handful of executive MBA programs around the country — from Harvard to Michigan's Ross School of Business are teaching students meditation techniques.

*"Meditate, engage in daily prayers, read uplifting books, commune with Mother Nature in some way try to remove yourself from the discord of the everyday world that invades your sense of inner peace." Stephen R. Covey*

*Much of the stress we deal with today is self generated by our mind in the form of worry, anger, fear of the future, thoughts about negative experiences, relationship problems, money problems, traffic and on and on. By realizing that our thoughts create the stress response we can develop awareness and learn not to focus on and be controlled by stress producing thoughts. We can also make the time each day to relax, let go of stress, lighten up, feel peaceful and create the balance we need for a healthy and productive live.*

*The greatest weapon against stress is our ability to choose one thought over another.*  
- William James

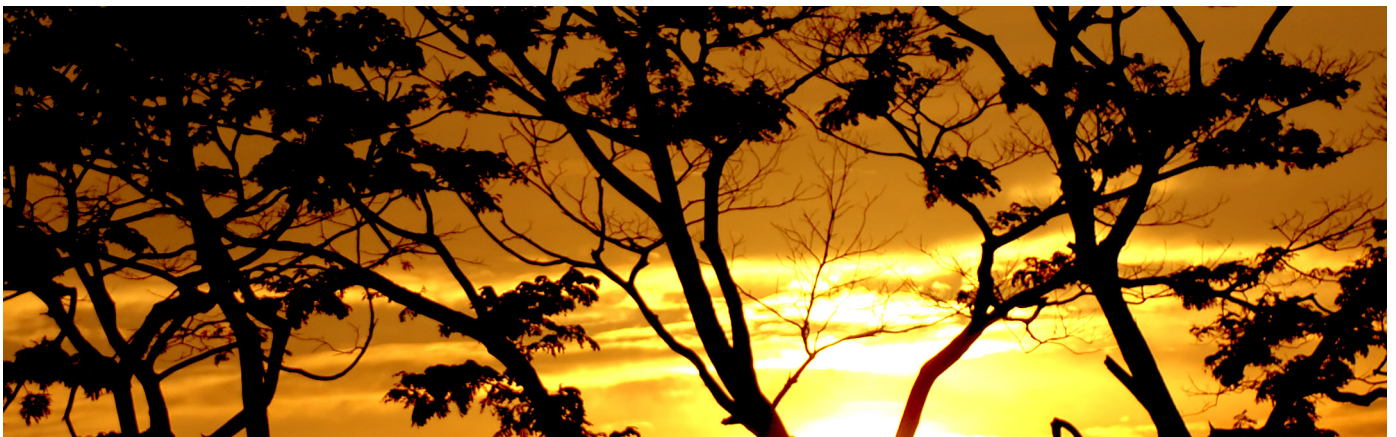
*For over 30 years I have been designing stress management programs and coaching individuals in business, industry, government agencies, the military, educational institutions, law enforcement and non-profit organizations. I have given one-hour lectures, half day, one day and two-day programs.*

I have found the most effective way to teach a stress management program is over a period of time which gives participants the opportunity to set goals, plan change, work with new ideas and receive the support they need for success. An important part of the program is creating the time to practice daily relaxation by listening to my instructional CD. After one week, we return in order to evaluate progress and set new goals. The key to success in this program is a combination of education, motivation, follow up and support.

### **The Relaxation and Revitalization Room**

There is a paradigm shift slowly occurring where organizations are realizing that periodic relaxation breaks the stress cycle and makes employees more productive over the long term. Progressive companies like Acacia Life Insurance of Bethesda, Md. and PT&C, a public relations firm in New York, provide a meditation room for employees to use. I would like to see more organizations designate a room where employees can go to relax and revitalize. The R&R room has calming images, zero gravity lounges, music playing at a large speed which is in accord with a relaxed heart beat, objects of beauty, full spectrum lighting and a variety of other relaxation inducing and energizing systems. The room should be designed in accordance with the culture of the organization.

Other activities that will help reduce stress in the work place are meeting with employees to discuss manageability of work load, give employees a sense of control, acknowledge work well done, management encourages wellness and creates activities to have fun and build a sense of team.







## **DR. JEFF GERO**

### **THERAPIST**

Dr. Jeffery Gero is a pioneer in the field of stress management and the creator of the Success Over Stress System. For over 30 years, Dr. Gero has worked with many organizations and individuals dealing with a variety of stressors. He delivered the first stress management program for the California Department of Corrections at San Quentin Prison. He assisted the Los Angeles Times with the stress surrounding the 1984 Olympics and helped JPL (NASA) deal with the stress after the failure of the Mars Project. Several of his clients include General Motors, Sheraton Hotels, Dept of the Army, Xerox, Amgen and Dole. Dr. Gero coaches athletes and individuals to enhance their performance. He is also former director of the Health Awareness Institute and the Stress Management Institute of California.

Dr. Gero co-wrote and co-produced a relaxation and stress management video hosted by Dennis Weaver, has produced a variety of stress management and peak-performance CDs and has authored a manual for individuals to implement his Success Over Stress system. He has appeared on many TV and radio programs, has co-written two screen plays, and recently completed writing a book entitled Secrets to Success at Work. Several years ago Jeff was granted a United States patent for a computer biofeedback mouse that helps reduce stress while enhancing productivity.





# IS IT POSSIBLE TO GAIN STRESS MASTERY?

DOC. MORT ORMON

**M**y name is Dr. Mort Orman, M.D. and for the past 30 years, I have been one of the world's leading experts on how to achieve mastery over stress. Many people, however, still believe that stress mastery is difficult to achieve. Some have even argued that it is not humanly possible.

These negative opinions and beliefs are quite unfortunate. They stem from two main sources which are widespread in our society today: 1) a lack of clarity about the key differences between stress mastery and stress management; and 2) a lack of good role models and teachers to spread the knowledge about specific skills and concepts that are required to achieve this admittedly rare, but not impossible, state.

## **My Own Personal Struggles With Stress**

I am a Board-Certified Internal Medicine physician. I practiced medicine for 23 years, and many of those years, especially the early ones in my professional career, were extremely stressful. I also experienced a great deal of stress during high school, my four years of college at Duke University, and my seven years of combined medical school and medical residency training. During this first 30 years of my life, I was angry, anxious and frustrated much of the time. I had frequent relationships conflicts with friends, family members, patients and colleagues. I struggled to continue performing well as a physician, even though I had little control of (or insights about) my emotions and even though I didn't feel happy inside. And I had very little hope that things would ever get better.

The main reason for my lack of hope was that I had tried almost everything to reduce my stress levels, but nothing made any lasting difference. This included conventional relaxation and other stress management techniques. It also included changing my diet, trying to exercise regularly, meditation, biofeedback and even acupuncture. I even went into psychotherapy for several years during my medical training, and while this benefitted me to some degree, it really didn't lower my stress levels in a major way.

## Then...Everything Changed!

When I tell you how wonderful and stress-free the last 30+ years of my life have been, you're probably not going to believe me. I rarely get angry, anxious or frustrated anymore. My ability to have high quality relationships with other people has grown enormously. And I've been far happier and content than I ever dreamed possible.

So what actually happened to produce this remarkable transformation? Did I have some type of religious conversion? (No) Did I start taking drugs, vitamins, supplements or prescription medicines? (No) Did I stop practicing medicine or cut back on my work demands (No—in fact I have steadily increased my work responsibilities). The secret, in a nutshell, is that I finally discovered the difference between stress mastery and stress management. And once this difference became clear to me...there was no turning back to my old ways of trying to cope with my stress.

## Ten Good Reasons Why You Shouldn't Manage Your Stress

You see, much of what I was taught about stress management (and what people are still being taught about it today) is not really correct. For example, there are many weaknesses and drawbacks to managing stress that most people never hear about, yet they are strikingly real. I've identified and written about ten of these drawbacks over the years, but instead of going through each of them here, I want to focus on just the single most important one—the one that separates stress mastery from stress management. If you look at stress management strategies honestly, you will see that most of them (not all) are directed at dealing with just the symptoms of our stress. Are you feeling angry or anxious more than you should? The answer, we are told, is simple: just exercise more, take some deep breaths, meditate, do yoga, install a punching bag in your home or workplace, etc.

We receive little or no training (or encouragement) about how to identify the root causes of our emotional reactions

I don't know about you, but I would rather deal with any recurring problem I am having by learning how to deal with underlying causes. I would not be satisfied with endlessly having to deal with just the symptoms alone.

Yet if you look at the quality of most stress management advice being offered to people today, dealing with symptoms alone is what gets emphasized.

## What Is Stress Mastery?

Stress mastery, on the other hand, is knowing how to eliminate much of your personal and professional stress without having to use drugs, relaxation exercises or other time-consuming stress management techniques. It's about knowing how to deal with fundamental causes of your stressful problems and emotional reactions, instead of spending the bulk of your efforts on mitigating just your symptoms alone.

This is not to say there is anything wrong with stress management—it is fine for what it can do. For example, it is better and healthier than turning to alcohol, illegal drugs, cigarettes, or overeating to lower your stress levels. But as a strategy for permanently reducing or eliminating much of your stress, it is not very good.

So if you are feeling angry or anxious more than you think you should, the first step to finally mastering these problems, once and for all, is to gain a deeper understanding of what is actually causing your emotional reactions to occur. Instead of focusing on the behaviors of other people or on the details of your stressful situation, why not start asking yourself: "I wonder what is going on inside me that is causing me to feel angry or anxious right now?" Better yet, you could start asking an even better and more fundamental question: "What are the underlying causes of anger or anxiety in all human beings? Do I know (specifically) what these internal causes are, and do I know how to overcome them once I am able to see them more clearly?"



Believe it or not, these questions do have answers. And if you know what they are, you will be way ahead of most other people. For example, there are specific thought patterns and behavior patterns that typically cause anger to arise in all human beings. There is also a different set of thought patterns and behavior patterns that cause the emotion of fear to arise within our bodies. And there are similar known patterns that cause guilt, frustration, worry and sadness to appear. I can't go into detail about each of these specific sets of internal causes here, but knowing what they are can be extremely beneficial. Once I finally learned to appreciate these previously "hidden" internal causes, well more than 30 years ago, I was finally able to free myself from being dominated by my emotions. And I have continued to use and benefit from these powerful insights on a frequent basis ever since.

### **How Does One Achieve True Stress Mastery?**

**Quite simply, you have to become interested in obtaining these easy to learn skills.** You have to open your mind to the possibility that there may be even better ways to eliminate stress than what is currently being promoted under the name of stress management.

Once I finally figured out how to better understand and correct some of the underlying causes of my earlier stress-related struggles, I started to have relief that I was never able to achieve before. After several years of developing this new foundation of clarity and understanding for myself, I began offering seminars to teach stress mastery skills to others.

I began teaching these seminars back in 1981. And over the years, I have successfully trained many individuals to have the same type of breakthroughs in their personal and professional lives that I had the good fortune to experience. I have gone on to publish more than ten popular books on how to master stress and I also founded The Stress Mastery Academy, back in 2011. We are also now developing a formal certification program, so that other professionals, coaches and consultants can become trained in stress mastery principles and how to best communicate them to others.

It is not really difficult to identify root causes of most of the common types of stress we normally experience. But you have to "go deeper" than merely recognizing surface, obvious causes. You have to know how to pinpoint specific internal thought patterns and behavior patterns (internal causes) that most of us don't normally see. These are not limited to the specific internal causes of our emotions. They also include "hidden" internal causes of our relationships conflicts (and failures), our stress at work, our financial worries, our fears about public speaking, etc. Identifying and then nullifying the key internal causes of these types of stressful problems in life are also skills that can be easily learned, but you'll need qualified mentors who can show you the way.

If you are interested in learning more about the critical differences between stress mastery and stress management, or if you want to find a mentor to help you learn these skills, so you can benefit personally or become more valuable to your clients, just email me at [docorman@gmail.com](mailto:docorman@gmail.com) and I will be happy to arrange a time to speak with you.





# **MORT (DOC) ORMAN, M.D.**

## **STRESS RELIEF EXPERT | WEIGHT LOSS SUCCESS COACH | CORPORATE HEALTH & WELLNESS CONSULTANT**

My name is Dr. Mort Orman and I am an Internal Medicine physician who's been helping people eliminate stress—without having to manage it—for over 30 years. I also help people lose weight and keep it off for good. I've worked with physicians, other professionals, business owners, corporate executives, entrepreneurs and many other people

I help people finally succeed at reducing their stress and controlling their weight by giving them entirely new ways of thinking about and approaching both of these problems. I do this through advanced training/coaching programs that I have pioneered and refined over the past 30 years. If you are interested in learning more about my Ultimate Stress Relief System online training program or my Ultimate Weight Control online training program, just shoot me an email at [docorman@gmail.com](mailto:docorman@gmail.com) and we can schedule a time to talk. Or, you just want written information about one or both of these programs, let me know and I will be happy to send these out to you.

You can also connect with me on LinkedIn or **[docorman@gmail.com](mailto:docorman@gmail.com)**.



## Alison Richards

United Kingdom



### **Current Profession**

Stress Coach, Supervisor, Stress Management Consultant, Stress Professional

### **My services**

Face to face counselling and coaching

### **Sessions I offer**

Face 2 face, Telephone, Skype Sessions

### **Membership Associations**

BACP - British Association of Counselling and Psychotherapy (registered and accredited)  
UKCP, Certified Clarity Coach

## Anthony Verderame

United Kingdom



### **Current Profession**

Stress Coach, Supervisor, Stress Management Consultant, Stress Professional

### **My services**

Face to face counselling and coaching

### **Sessions I offer**

Face 2 face, Telephone, Skype Sessions

### **Membership Associations**

BACP - British Association of Counselling and Psychotherapy (registered and accredited)  
UKCP, Certified Clarity Coach

## Avigail Berg-Panitz

United States of America



### **Current Profession**

Stress Coach, Stress Management Consultant, Stress Manager, Life Coach, Stress Professional, Corporate Stress Professional

### **My services**

Vibroacoustic Therapy, healing, online consultancy, workshops to reduce pain, stress, insomnia and anxiety and boost vitality and manifest creativity.

**Sessions:** Face - 2 - Face, Online, Training

### **Membership Associations**

Healing association, Sound association

## Carol Kavanagh

United Kingdom



### **Current Profession**

Supervisor

### **My services**

I work from home when seeing private clients. Offering a range of interventions depending on the needs of the client.

### **Sessions I offer**

Face - 2 - Face

FIND A STRESS PROFESSIONAL NOW

A close-up photograph of a hand reaching upwards towards a bright sun. The sun is partially obscured by the hand, creating a dramatic silhouette effect. The background is a warm, golden-yellow sky with visible sun rays and lens flare. The overall mood is hopeful and uplifting.

5

**STEPS TO  
BE MORE  
MINDFUL**



# 1

Begin and end your day with some quiet time

**T**ry to find at least five minutes at the beginning of each day to “just be,” without the TV, radio, newspaper, conversation, or other distractions. If you can’t do this at home, get to work five minutes early and sit in your car before going in. A great way to spend this quiet time is in a simple meditation, focusing on your breathing (if you can spend more than five minutes, of course that’s great!)



# 2

Make mindful transitions whenever possible

**B**efore beginning a new task or part of your day, see if you can take a few moments to pause and notice the immediate present moment:

your breathing, the way your body feels, the sounds you hear.... Can you notice these things just as they are, without placing judgment on them? After a moment or two, transition mindfully and intentionally into the next activity, and keep going at this steady pace. Bring into your existence simply what is necessary at the time and pass on that which is not.



# 3

Eat a slow meal or snack

**I**t’s so common and easy to rush through our meals. Try slowing down at least one meal a week (and preferably more), really paying attention to the entire experience. Notice how each bite tastes, and allow yourself to appreciate the texture, aroma, and presentation of your food. Make sure the TV is off, and don’t answer the phone during your meal.



# 4

Pay attention to nature – trees, flowers, birds – every day

**A**s you walk from your car into your workplace or home, for example, allow yourself to pause and notice natural elements, such as a tree in the parking lot, a bird flying overhead, or the moon. Can you hear, feel, or smell them as well (if the lilacs are in bloom, take a sniff)? If you have a choice between eating lunch inside or outside, try going out, even for a few minutes, and notice the natural world around you.

# 5

Set your boundaries and stick with them

**W**hat activities, tasks, and requests can you “just say no” to? Many people are reluctant to give less than 200% to their jobs, even if it means working virtually every waking hour. Still, many of the activities you feel are mandatory may be more flexible than you think. This is especially important if you feel that your physical or mental health are suffering

See more at: <http://passageworks.org/5-mindfulness-tips-improve-day/#sthash.lyQZ5IoV.dpuf>




# MY JOURNEY TO OVERCOME STRESS

by Ron E. Thompson, [Certified Clinical Hypnotherapist](#)

I want to talk about why I do what I do and how a life changing event changed my direction. You already know about stress so by the end you will even understand more I hope. A little more than ten years ago I was having a good day working on the roof of my garage. The sun was out and things were all good until I jumped down from the ladder and stepped on a spike which went through my boot and foot. I didn't even feel it because I was a diabetic. So as time moved on, small town medical, poor help and slow reactions I ended up in Hospital for 9 months with MRSA or the super bug as many of you know it in my foot and leg. I went from a mostly calm person to a full blown stressed out patient. I lost my leg above the knee, the drugs they used to save my life left me mostly blind, I had to have a kidney transplants and few other issues along the way. Okay you get the point, life changed and I had to learn a whole new way of life...





A black and white photograph of a hospital hallway. In the foreground, a hand is reaching out towards a wall. The wall is made of large, light-colored tiles with dark grout. There are some small, round, white objects on the wall, possibly light fixtures or sensors. The hallway is long and perspective is visible, with a window or glass partition on the left side. A blue semi-transparent box is overlaid on the top left of the image, containing text.

The amazing thing is that the people you meet in hospitals and if you watch them and can talk to them you find that there is just no one helping them with the stress, fears, or depression they face. Yes they get drugs but as you know the problems simply never leave and drugs never help the mind heal. Now I can't get all the details in to one article but I want you to understand where stress can come from and how it can KILL you. Perhaps you may not know it but the Top reasons are:

- Death of a Loved one
- Divorce
- Money
- Job
- Health
- Personal Relationship
- A sick Child
- Pregnancy
- Danger

**D**angerous situations such as fires, automobile accidents or being the victim of crime can cause stress. Any hazardous event that is out of the ordinary for an individual can cause either short- or long-term physical or emotional stress. However stress can come from many, many other directions as well.

Life in the city produces different stress then for people in rural areas, Life in Europe is different than here in Canada. The point is and this is what my father told me as a child "every person you meet is facing some kind of a battle". Now after ten years of Clinical Therapy I see what he meant. Long term stress causes body syndromes like breathing harder.

That's not a problem for most people, but for those with asthma or a lung disease such as emphysema, getting the oxygen you need to breathe easier can be difficult. And some studies show that an acute stress — such as the death of a loved one — can actually trigger asthma attacks, in which the airway between the nose and the lungs constricts. In addition, stress can cause the rapid breathing — or hyperventilation — that can bring on a panic attack, anxiety and a host of other issues.

Back to my journey... when I was in the hospital and very sick and just about to give up, I looked up from my hospital bed and saw the spirit of my father (previously deceased) standing at the end of my bed and along either side of me was also two glowing entities. Remember this is my journey so hold on and see where this all goes. He stood at the end of my bed and told me that it was not my time yet. You can't even describe the feeling, here's my dad who's been gone 5 years and he's standing there in front of me. Time goes on from that day and I started to gain a better mind frame and a sense of hope.

**T**hen after 2 months I get taken outside on a beautiful summers day, I'm sitting there and a man walks up to my wheelchair and leans over and say's to me "Ron I see you've lost your leg, look I have two missing as he taps both of his prosthetic legs, you're going to be just fine "and then he quickly turns around and walks away.

Now you're asking who was that, I still don't know and I don't even know how he knew my name. The only thing I know is if angels walk on earth he was one and I had to know more so in the years to come I studied past life regression, spirit guides, and everything in-between. All this led me to studying hypnotherapy in which I could travel, visit, create, learn, and so much more.

This in part is my journey into clinical hypnotherapy; I know there is more to life than what we can see. I now know that every client that comes in our door is dealing with some past or present battle. Some clients come in for stress and anxiety and within minutes talking about rape, abuse and things you can't even imagine and you cannot deal with these issues with pills. Stress management helps, and for those of you who are coaches and alternative practitioners you're doing a great job.

**I** studied for years and found really only one modality that works at the sub- conscious level and that helps clients change from negative thoughts and past events into positive thinking and hope at a happier and calmer future.

Clinical Hypnotherapy works, it is scientifically proven and there are no side effects. I have helped clients stop alcohol after 30 years, helped clients overcome their negative pasts and who can now live in the present, help groups of employees de-stress and many other positive changes for clients.

I do this because I love to see changes in people. I will do it as long as I can and if there is one thought I can give you it is that, helping someone gain hope where there is none can be the most rewarding feeling in the world.

Ron

### Contact me:

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Facebook:

[www.facebook.com/Nanaimohypnotherapycenter](https://www.facebook.com/Nanaimohypnotherapycenter)

Website: [www.nanaimohypnotherapycenter.com](http://www.nanaimohypnotherapycenter.com)





# **RON E. THOMPSON**

## **ADVANCED CERTIFIED CLINICAL HYPNOTHERAPIST ACCHT**

**Nanaimo B.C. Canada**

Offers Face - 2 - Face, Group Sessions, Online, Corporate sessions in Clinical Therapy Including Stress, Pain, Fears, Anxiety, Depression as well as Academic's, Sport performance and much more.

**Nanaimo Hypnotherapy Center**

I'm a clinical hypnotherapist practicing therapy in all areas of emotional and physical Hypnotherapy. Issues like weight Loss Stopping Smoking as well as Pain management, Insomnia, stress, Anxiety, depression and much more.

As well as learning and memory issues, sports performance and Business success. Hypnotherapy is a very powerful therapy and can help you to achieve success in your life. Our Hypnotherapy services address issues with adults and children.

### **Membership of:**

AHA ... The American Hypnosis Association  
International Certified Clinical Hypnotherapy Association  
The Union of NLP of America, Canadian Amputee peer group.

# ALI STEWART





# COACHING EXECUTIVES TO DEAL WITH *STRESS*

Gino asked me to write a piece for you about how I got into 'Coaching executives to deal with stress', why I still do it, how I do it, and the pros and cons of what I do.

*It's really very easy to coach executives to deal with stress. I can say it to them in one word .... 'breathe'!*

The reason I got into this is that 24 years ago, when I was a sweet young thing, I had the good fortune to work with a chartered occupational psychologist called Dr Derek Biddle. We started a management consultancy together in Salisbury, Wiltshire, UK, and established an enviable range of clients like Gillette, Vodafone, the Foreign & Commonwealth Office, General Motors, Friends Provident (as it was then), Severn Trent Water, Sunseeker and many more.

Early on, Derek became excited when he discovered what made the highest performing leaders tick in these organisations. This thing was a golden thread which ran through everything, the key ingredient, which was often missing from other leadership training. We set about capturing this thread and weaving it into a process which we initially called 'Leading & Developing High Performance', and we've been testing and testing the principles of this approach ever since.

Derek also recognised in me a gift for psychometrics, a passion which I've developed to the full and use as the basis for all my work. When Derek retired over 11 years ago, I set up my own company to specifically coach and mentor leaders, because I understand the cause of their distress, which is usually around other people, or the way they think about things. Everything I do starts with understanding yourself and others better ... every piece of work starts with an Insights Discovery® profile.

The reason I can coach executives to deal with stress is because very often they are of a particular personality type, usually the more fiery, dynamic, assertive, demanding, competitive, controlling types, and usually male, although not exclusively. I can coach them because I'm a different personality type – in me they find nothing threatening. They can relax and openly discuss their issues in a way they've never done before. They find me different, gentle but challenging and I'll share 3 short client situations with you to demonstrate this. I love what I do and love all of my clients.

## Situation 1:

Recently, I was asked by a colleague to coach 2 or 3 of the senior leaders in a client organisation of hers, where she was delivering leadership training. She wanted me to start with the chairman and she set up an initial 'chemistry' meeting for us, to check the relationship would work – if not, he was free to choose a different coach.

We had a great chat. He was the founder of this and several other companies, he had a growing family. He worked and talked at an incredibly fast rate. He wanted more from his MD and other directors but couldn't let go of things. He was burning out and his stress and irritation was evident.

At the end of our initial chat he asked me, "What one thing would you advise me to do right now that would help?"

*I simply said, "Breathe!"*

I qualified this with talking about how to breathe deeply, how you can think of nothing else while you concentrate on breathing in, and out, and how this revives the body with oxygen and helps to connect you with the here and now and gain perspective.

*He smiled and said, "I like that .... it's different .... when can we start?"*



## Situation 2:

With a client company of mine, the formidable MD created a great deal of stress for himself and his employees. He spent the first 35 minutes of our initial coaching session sitting sideways and looking just over my right shoulder as he was talking, or rather ranting about all the things people were not doing right!

Then I stopped him and asked him to turn his chair to face me and just look into my eyes for 2 minutes without talking. No-one had ever 'told' him what to do before, and in that 2 minutes, I could visibly see him relax and his energy change. Only then could the coaching begin.

The difference this made was phenomenal. He started being kinder to his people, and looked at them when he spoke to them.

Even the gateman, who let us onto the site every day noticed the change and on my last day he (the gateman) came out of his box to shake my hand as I was leaving to say 'thank you'! It made my heart sing.

## Situation 3:

With another leader in a major global organisation, his promotion to Vice Principal level was being blocked because of his unruly behaviour. He was inspirational, worked harder and faster than anyone, produced 60 slides for a presentation when everyone else produced just 6, he wondered why his genius wasn't being recognised.

His wife had just left him because she was frightened, and she took the children. He was in danger of losing his job altogether, and he developed cancerous lumps in his neck, which sent him into a spin. You could say he was stressed!

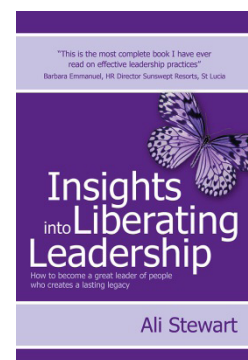
During our 6 executive coaching sessions, which necessarily included mentoring about how to lead people better, he regained his balance, got a better perspective on his cancer, which is now manageable, got all his affairs in order, and had a choice of options re his position. Most importantly, he said, if he'd had coaching from me sooner, he would still be with his wife.

When it comes to stress, I help people to see that only their thoughts are causing them the stress, the situation is just the situation. I focus them on the here and now, through breathing, through meditation, through reading or listening to audio books, through any exercise which will help them to 'chill out' – like yoga or Tai Chi. Some need a long run or cycle ride or simply just time-out. Quite often my fiery 21 year old son will come in from work with pent up frustration and tell me loudly and angrily about the stupidity of one of his customers, or the irritating call he had with a finance company .... I gently ask if he is alright now. It causes him to stop and say *"Well yes, but ...." I don't let him get any further!*

I notice often, when I'm coaching executives 1:1 or training senior leadership teams, they get so wrapped up in the emotion of a situation, which causes stress all round. I was shocked to read the figures put out by the UK Government's Health & Safety Executive that in 2014, 11.3 million working days were lost due to stress. As we all know, one of the number one reasons why people leave their jobs is because of their manager or leader.

Generally I find that leadership skill is lacking – which is a great cause of stress. Leaders reach their positions because of their technical specialism, or because they are the most competitive and demanding, not usually because they are great leaders of people (only a handful naturally are great leaders).

This caused me recently to write a book to capture my methods in a clear , and I'm delighted to say on 23 June 2015 when 'Insights into Liberating Leadership' was formerly launched on Amazon.co.uk it became a #1 best-seller in 2 categories.





There are many pros to this work and it is incredibly rewarding, I can't imagine doing anything else. The only cons are around not being able to get to every leader who needs help quickly enough!

I have so far accredited 60 coaches and trainers to deliver the Liberating Leadership programme, and when they pay me an annual fee they can rebrand the book and materials their own, or brand them for their clients, which they love. I am looking for 100 more coaches and trainers to accredit during this next year because I believe by helping leaders to lead with more strength, dignity and compassion, we will help them to become truly liberated leaders, who will go on to inspire nations and generations to come.

Do visit my website to find out more, there are lots of links for you to get free information:  
[www.alistewartandco.com](http://www.alistewartandco.com)

I'm delighted to say that the 'Leading & Developing High Performance' book will be relaunched as Liberating Leadership in January 2016, and Derek and I will be there to sign books.



# ALI STEWART

**LIBERATING LEADERSHIP MASTER COACH, INSIGHTS COACH  
& MENTOR, NLP MASTER PRACTITIONER, MBTI. MAC**

**A**li Stewart is a masterful executive and leadership coach and Amazon #1 best-selling author – with her book 'Insights into Liberating Leadership'. She specialises in coaching fiery, dynamic leaders in danger of burning themselves out, who need more balance, meaning and success in their lives. She has taught the highly acclaimed Liberating Leadership system to leader-developers both in the UK and throughout the world. In October 2011, Ali won a national training award with The Meningitis Trust for the dramatic bottom line results they achieved together.

Ali is the only accrediting body for Liberating Leadership, first published as Leading & Developing High Performance, which is based on the extensive research carried out by leading change management expert, chartered occupational psychologist and HR professional, Dr Derek Biddle. Ali has worked alongside Derek, who is now enjoying retirement, for more than 20 years.

Co-creator of Pioneering Professional, formerly known as Self Directing Professional, a unique game raising programme for team members, Ali is committed to helping people at all levels of an organisation to achieve their own personal excellence.

Alongside Liberating Leadership and Pioneering Professional, Ali uses the dynamic personality-based Insights Discovery® model to develop professionals, teams and leaders. Twice an Insights national award winner for her exceptional knowledge, Ali is a Regional Mentor for all UK Insights Discovery Licensed Practitioners. In 2012, Ali became one of the first accredited practitioners in the world to deliver the profound Deeper Discovery model.

Ali works with clients across a wide variety of market sectors both in the UK and abroad. Her client list includes Meningitis Now, The National College for School Leadership, The Royal Society for Medicine, NHS, Environment Agency, The Jelf Group, The Bateman Group, Sunswept Resorts, and St Lucia Distillers.

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## Dr. Frank Wood

United Kingdom



### Current Profession

Corporate Stress Professional, Licensed Psychologist and Founder at Thriving with Stress

### My services

Thriving with Stress training - that focuses on the individual stress response. Offered individually or in groups.

Sacred Cow training - that focuses on the stress that comes with high stakes communication.

Offered to groups.

**Membership Associations: APA**

## Garry George

New Zealand



### Current Profession

After a long time interest in hypnosis I was fortunate to be able to train as a Hypnotherapist and Neuro Linguistic Programmer in 2011.

I am passionate about using the benefits of hypnosis to help clients from all walks of life to overcome stumbling blocks and achieve their true potential.

**My services:** Hypnotherapy

**Membership Associations**

Associate Member Hypnosis NZ

## Gordon Greig

Canada



### Current Profession

Life Coach

### My services

Individual sessions for becoming a non-smokers, weight and stress management comprise the bulk of my session work.

### Sessions I offer

Face - 2 - Face,

## James Einert

United States of America



### Current Profession

I am a certified hypnotist. I specialize in Chronic Disease, especially Fibromyalgia and IBS. I am also a naturopathic (natural) doctor. I also do stop smoking, sports improvement & stress relief.

### My services

Hypnosis, Emotional Freedom Techniques, NLP, and other stress reduction practices such as eye movement release techniques, and nutritional practices.

**Sessions I offer:** Face - 2 - Face, Group Sessions, Online, Corporate

**Membership Associations**

National Guild of Hypnotists certified.

# MINDFULNESS IS THE BEST CURE FOR STRESS & COSTS ABSOLUTELY NOTHING!

Nothing other than work, courage and have known just how needed to get here have put me off!

To avoid putting you why I did get into why you will want to I learnt mindfulness I recently read an article to avoid mindfulness books and I had to laugh.

I read one from Osho! Osho was



complete dedication, hard honesty that is! If I would much of each was today, I think it would

off, let me tell you mindfulness and then as well.

meditation from a book. that told its readers teachers that learnt from

This author clearly hadn't a particularly notorious spiritual guru by all accounts, but all I know about him myself is that he REALLY knew what he was talking about.

In what can only be described as a mischievous manner, Osho's writings woke me up to a whole new world quite literally. The inner world. Whereas another teacher would be scholarly, Osho would simply take the mickey out of me, the student. This sounds wrong on paper but from using that approach he was able to make me look at myself as I was intrigued to see if he was right. He always was.

Osho taught me how to be mindful anywhere at any time, and most crucially, why I would want to bother. That last thing has become a dominant feature of **my own 8 week course**. I realised that if you want to get people to keep practicing mindfulness after your course is over, you really have to give them all of the reasons to care in a manner they'll truly understand.

Going back and from there on in I was on my own as Osho, like any other teacher, could only give so much. It was around this point I found the drawbacks of learning from a book.

Mindfulness meditation practice can be real hard without a teacher around to refer to and to that end I spent a long time doing things wrong (which I now know still helped) doing some things too much and doing too little of others.

As I had learnt an all-day practice style, the habit I personally developed, saw me practice like crazy all day at home, work and every-where for about four straight days, which was as long as I was able to sustain my dedication before I quit and did none for weeks. Then I would start again.

For many, many years I practiced like this. Arduous, confusing and damn right scary, spring straight to mind as I think back. You may wonder why I would keep putting myself through all this - and the answer is simple.

*It was working.*



# *'It was working...'*

In the beginning it worked well, after a while really well and eventually I couldn't see my life without it for it was giving me everything and showing no sign of slowing. By working and working well, I mean, that I was constantly being endowed with new abilities and losing abilities that were wrecking my life. Stresses like anger, jealousy, anxiety, bitterness and fear are not dominate forces in my life any more. Some no longer exist others are shadows of their former selves,

Mindfulness meditation works as long as you yourself do.

**A**s I promised I will now tell you why you too will want to do it. Firstly it's because in some way or other you are stressed. Even if you feel you have little stress in your life, you will really feel what no-stress feels like if you apply yourself mindfully. The difference is total.

*It becomes a bit of a curse in a way.*

As I'm no longer distracted by stress even during stressful situations, the people I'm with often are. That transfers sometimes as I'm someone who's just too cheery but hey, there are worse reputations a person can have!

Another reason I calculate you'll soon enough come round to the idea of practicing, is the fact that soon enough EVERYONE will be.

It won't turn everyone into an expert in one night of course, but the transition is already well afoot. I'm from a poor, working class background and simply happened across the right book at the right time, and here I am.

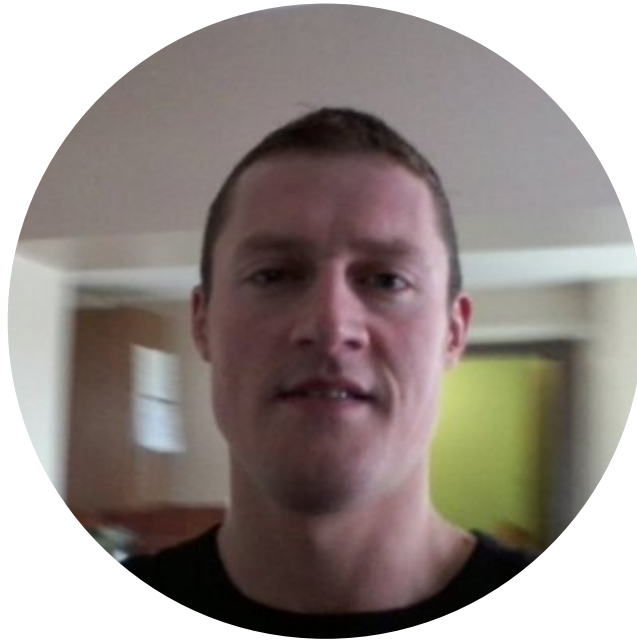
More than ever, learning with teachers and a wealth of online information at their fingertips becomes a breeze. Sooner or later mindfulness will be in fulltime education and we all know how good children are at mastering difficult subjects don't we! This world is changing in so many ways but when you're inside mindfulness looking out, it's not hard to see that global mindfulness practice will change this world quite literally beyond recognition more than any other concern out-there.

Get ahead of the curve and get rid of your stress,  
and do it in a way that couldn't cost less!

Mindfulness meditation people...it's not easy, but it works.

**Now it's time for you too!**





# PETER COLE

**MINDFULNESS MEDITATION COACH TEACHER  
PRODUCT DESIGNER ENTREPRENEUR  
RESEARCHER PRACTITIONER BLOGGER**

I have 4 wonderful children, three boys 3, 12, 19 and a girl of 9. They are my life & show me daily exactly what even the subtlest 'meditation advice' can do for children.

After 15 years of personal experience, I constructed what I'm calling the most effective and modern, mindfulness mediation course around. The course is neither secular nor religious as it is both and more. A completely original course, built with thought that uses cartoons, visual, props and images to get across complex points and by getting to the heart of the matter every single time!

The only way anyone could fail to integrate mindfulness into their lives after completing this course would be - if they no longer exist! There's no turning back from what I present - however you will not be lost along this path as I have put just as much work into providing a bridge for the student. You will be guided every step of the way toward, over and beyond that bridge. All you have to do is apply yourself and you will get the steady foothold you need and the comfort of knowing and realising you can then at your own pace move mindfully forwards forever more.

**You can easily contact me here**  
01572729323 or 07453654090  
[petercole684@gmail.com](mailto:petercole684@gmail.com)

## Jasmine Siang

Singapore



### **Current Profession**

Stress Professional, Psychotherapist at Heart To Heart Psychotherapy

### **My services**

Psychotherapy for family, children and individual.

### **Sessions I offer**

Face - 2 - Face

### **Languages spoken**

English, Malay, Chinese

## Jayden Raye

Australia



### **Current Profession**

Stress Group Coach, Stress Consultant, Life Coach, Alternative Stress Professional, Corporate Stress Professional, Stress Trainer

I specialise in the treatment of all mental health issues including Depression, Anxiety, PTSD, Bi-Polar, Addictions etc.

### **My services**

Hypnotherapy, NLP, CBT, BWRT, COACHING  
Certification in hypnotherapy and NLP

### **Sessions I offer**

Face - 2 - Face, Group Sessions, Online, Training

## Jenny Cooper

United Kingdom



### **Current Profession**

Stress Coach, Stress Group Coach, Stress Professional

### **My services**

Creative stress management for individuals, groups and organisations. Bespoke workshops, groups and one-to-one coaching. Individual coaching - normally by telephone.

TFT (Thought Field Therapy)

### **Membership Associations**

British Association of Art Therapists  
Health Professions Council registered

## José Correia

Portugal



### **Current Profession**

Stress Researcher

### **My services**

Clinical hypnosis

### **Membership Associations**

AHCP - Clinical Hypnosis Association of Portugal  
UAL - Autonomous University of Lisbon

FIND A STRESS PROFESSIONAL NOW

## Julie Courtney

United Kingdom



### **Current Profession**

Stress Professional

### **My services**

Wellbeing coaching

Energised Living training and retreats

Stress resilience training and coaching

Maternity and Paternity coaching using HeartMath®

Tai Chi QiGong and Mindfulness

Confidence and Communication

### **Membership Associations**

The Aspire Foundation, CIPD

## Lindy Medway

United Kingdom



### **Current Profession**

Supervisor, Stress Professional

### **My services**

Short, Long Term and Time Limited Counselling/  
Psychotherapy. Systemic Family Therapy.

### **Sessions I offer**

FFace to Face; Skype; Telephone

### **Membership Associations**

BACP

## Martin Loughna

United Kingdom



### **Current Profession**

Stress Coach, Stress Management Consultant,  
Life Coach,

### **My services**

Psychotherapy, counselling, coaching  
and training.

### **Membership Associations**

UKATA

## Mike Ward

United Kingdom



### **Current Profession**

Counselling Psychology, Stress Professional

### **My services**

I provide the most modern and effective  
therapies available, CBT, Clinical hypnosis,  
Psychotherapy, counselling psychology and  
EMDR.

### **Sessions I offer**

I provide one to one, skyps and Telephone

### **Membership Associations**

Registered Member of the BACP, CNCH, NCS, GHR  
student Member of the BPS.

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## Paul Hughes

United Kingdom



### **Current Profession**

Stress Coach

### **My services**

I offer ethical and professional hypno-psychotherapy in Reading, Oxford, Wallingford and Thame. I'm a hypno-psychotherapist working in Reading, Oxford, Thame and Wallingford. I specialise in helping people with Asperger's Syndrome and with those who suffered emotional abuse as children.

### **Membership Associations**

UKCP, CNHC, NSHP

## Peggy Sealton

United States of America



### **Current Profession**

Life Coach

### **My services**

Training and Coaching in the Stress Buster System or the Integrated Life Plan & Training. Both are personalized for a client to train them in dismantling harmful patterns of behavior that cause anxiety, health issues, work issues, relationship problems, and more.

### **Sessions I offer**

I work in person, by phone or SKYPE

## Phil Wheeliker

United Kingdom



### **Current Profession**

Stress Management Consultant, Business Psychology Practitioner, Project Manager and Psychotherapist

### **My services**

Hypnotherapy., Psychotherapy, Cognitive Behavioural Therapy, Emotional Freedom Techniques, Reiki, Complete Mind Therapy  
Neuro Linguistic Programming

### **Membership Associations**

General Hypnotherapy Register, Hypnotherapy Association, Association for Business Psychology

## Sally Haynes

United Kingdom



### **Current Profession**

Stress Management Consultant

### **My services**

Reiki, Indian head massage, hypnotherapy, EFT, NLP, Qigong

### **Sessions I offer**

Face - 2 - Face, Group Sessions

### **Membership Associations**

IK reiki federation

FIND A STRESS PROFESSIONAL NOW

# HARMONIOUSINFINITY AND STRESS

The name combination of two words to me. Harmonious connected those two words "sinfin" was formed "Sin fin" means endless I was surprised and my first language, it was to see the word contained two other words and with then that was the name for



Harmoniousinfinity is a words that are significant and Infinity. When I words I realized that the within the other two. in Spanish (infinite). amazed! As Spanish is definitely significant to in the combination of the that exact meaning. I knew what I was creating.

Harmoniousinfinity was created with the intention of helping people to be whole as they learn to find harmony between the spiritual world and the physical world within themselves. In the history of our planet, we have seen the spiritual and the physical as two opposites; we have seen it as two separate parts. From that history and from my own life experience I know we can find the way to live in harmony with both, by understanding that we are both and by embracing all elements involved.

From that big picture, I come down to the individual and look at the different parts of a human being's experience – emotional, mental, physical and spiritual – and what health is. To me health is the harmony between those elements. Again, as we look back in history, at least in the society in which I grew up – America – we were never taught that we had emotions or even thoughts. They were never acknowledged or accepted, and if they were acknowledged nobody around us knew how to handle it in a healthy way. We were not taught that emotions were normal and it was ok to feel them.

We grew up in a society where only the physical was looked after, while leaving emotions, thoughts and spirit in the dark. This accounts for the number of unhealthy individuals all over the world, and when I say unhealthy I mean mostly mentally and emotionally, which has a direct effect on the physical and spiritual health.

Stress is one example of these mental and emotional conditions. Stress is a result of not knowing how to cope with your own emotions and thoughts which causes over thinking, anxiety, tension, etc. Thus the increasing number of stress cases and physicians recommending patients to relax, to stop worrying so much, and more and more cases of doctors telling their patients that stress is what is affecting their physical health.





# SIMPLE AND CALM

When I was 19 years old, I went to an emergency room in the middle of the night because I thought I was having a heart attack. The Doctor who checked me said: "you are too young to be worrying so much, stop worrying so much". And that was it.

If I look back at my life situation at that time, I can understand why I felt that way. I was going through an extremely stressful (painful) situation within my family. Now, back then I did not know how to deal with the situation and with the emotions I was feeling. Today I can understand that the "stress" and the "worrying too much" were a combination of pain, sadness and fear.

Stress affects each individual in specific ways. My intention as a therapist is to help you find the root of that stress, to help you to understand yourself better and to learn helpful tools. I know people have what they need to cope with stress in a healthier way – whether it is in their subconscious mind, in their hearts or their souls – but they do have it. And my commitment is to do my best to help them find it so they can maintain a healthier and happier life after the therapy is finished.

*Stress affects all areas of your life. It affects your emotional and mental state, your Musculoskeletal System, Cardiovascular System, Respiratory System, Endocrine System, Gastrointestinal System, Nervous System, Reproductive System and Immune System - APA.*

For those reasons, one of my services is Stress Management. I use EFT (Emotional Freedom Technique), Hypnotherapy and Counseling as psychological techniques; also Meditation and Tai Chi as holistic Practices - which help you to focus your mind, to reconnect with your inner self and to keep you healthy. I find the best possible therapy customized for the individual's specific needs.

**T**ai Chi has been an important part of the creation of Harmoniousinfinity, as it has been a constant practice that helped me to find myself, to be stronger, to stay focused and to keep me sane each day. Being a mental and emotional therapist, helping people resolve their issues and seeing them transform for the better is extremely rewarding, however it is a very challenging profession where you have to stay sane for your clients. This is what Tai Chi and Meditation have done and still do for me.

Tai Chi is a Martial Art that I only teach to some clients, depending on their interest and their specific condition. Basic exercises will help them to focus their mind, to strengthen their body, to relax and to move their energy. – You can read a little more about it at: <http://www.harmoniousinfinity.com/#!/What-is-Tai-Chi-A-Concrete-and-Simple-Description/c10xx/55599ccb0cf23d0164a1c519>

By taking into consideration the mental, emotional, physical and spiritual conditions of the individual, we can find solutions and ways to live in harmony with the physical world and the spiritual world as whole human beings.

*Harmoniousinfinity did not come to life from one day to the next,  
neither has it come to full completion.  
It is in a state of constant growth...*



# EVY Y PARKINSON

**CERTIFIED HYPNOTHERAPIST/BS IN PSYCHOLOGY/  
EFT PRACTITIONER/TAI CHI AND MEDITATION**

A dedicated and devoted therapist in continuous development and improvement of professional and personal skills. Passionate about the human mind and its capabilities. Always ready to find solutions by applying the acquired knowledge and experience. Serving as guidance or help for people looking for change or/and improvement. Client-centered therapy created by Evy with the purpose of helping people in search of a more fulfilling life or to overcome a psychological issue. By focusing on the individual's needs, whether is to improve some area of your life or to overcome difficulties (stress, depression, addictions, fears); Evy will create a holistic therapy using conventional and unconventional psychological techniques; such as Hypnotherapy, Counseling and EFT. Besides these techniques, Harmoniousinfinity is influenced by Tai Chi and Meditation.

[www.harmoniousinfinity.com](http://www.harmoniousinfinity.com)

**Facebook Page**

**Twitter**

**Instagram:** harmoniousinfinity

## Sandie Payne

United Kingdom



### **Current Profession**

Therapist at You in Mind Counselling & Hypnotherapy

### **My services**

Counselling & hypnotherapy

**Sessions I offer:** Face - 2 - Face

### **Membership Associations**

Norfolk Psychotherapy Group

## Shelley Stockwell-Nicholas, PhD

United Kingdom



### **Current Profession**

Stress Management Consultant, Life Coach, Corporate Stress Professional, Stress Trainer

### **My services**

Hypnotherapy, NLP, CBT, BWRT, COACHING  
Certification in hypnotherapy and NLP

### **Sessions I offer**

Face - 2 - Face, Group Sessions, Online, Training

### **Membership Associations**

BACP, ISMA, ILM, CNHC, NCH, GHR

## Steve Bridge

United Kingdom



### **Current Profession**

Alternative Stress Professional, Hypnotherapist at E&P Hypnotherapy

### **My services**

Hypnosis and EFT for Stress, Anxiety, Fears & Phobias, Weight Loss, Smoking Cessation

### **Membership Associations**

British Institute of Hypnotherapist

FIND A STRESS PROFESSIONAL NOW

## Steve Roche

United Kingdom



### **Current Profession**

Self-help specialist, NLP master practitioner, professional trainer & facilitator, motivational speaker and writer

### **My services**

Coaching, teaching coaching, action learning, emotional intelligence, emotional literacy, co-counselling, peer professional support, business training, personal development, NLP, CBT, DSDM, presentation skills, building confidence.







# STRESSFREE PUBLIC SPEAKING

BY MICHELLE KAY



"Are you one of the many people who fear public speaking more than death?"

Amazingly, having to stand and deliver a speech or presentation tops the fear surveys. However, by mastering some simple, yet powerful, breathing, vocal, stress management and mindset techniques, you can greatly reduce nerves, stress and panic and become a confident and effective speaker. You will not only leave a lasting impression on prospects, at networking events, on clients and colleagues but, who knows... you may even start to enjoy public speaking!

It's natural to get a little nervous before standing up to speak (even for stress consultants and voice coaches!) With a little practise and technique however, we can channel that fear and use it to help us deliver powerful and memorable presentations.

## Here are some of my top tips:

### Know your subject!

If it's a subject you've volunteered to speak on, perhaps to raise awareness of your business, remember it is already your passion- and when we speak about the things we love and feel connected to, our passion and conviction brings a natural animation to our voice and adds energy to our presentations. So if it's a subject that you know and love, your enthusiasm will be infectious.

Be aware though, that this can sometimes cause us to speed up as we rush to try and share everything we want to impart to our audience (it's far better to leave them wanting more than exhaust them with machine-gun delivery and information overload!)





# REHEARSE, REHEARSE, REHEARSE

*"It usually takes me more than three weeks to prepare a good impromptu speech." Mark Twain*

Afraid of forgetting your material? Rehearse. If you know your subject and you've rehearsed, you will feel far more confident. Most people experience nerves before making a presentation- that's natural and it's 'positive stress' (the kind that motivates us to do things) and usually, the minute you begin talking, your attention shifts to working through the topics you want to cover (that you've rehearsed) and you will find that the nerves will fade away as you start to engage with your audience.

## Visualise

In addition to rehearsing, visualise yourself doing well. Close your eyes and relax for 5 minutes, work through your body, gradually relaxing from your feet to your head. Then imagine yourself at the presentation. See yourself getting up to speak and working effortlessly through your presentation in a focussed, but calm way as you see people are enjoying the presentation and you are enjoying the sensation of feeling positive and proud afterwards.

## Breathe (Before, during and after!)

Practising some simple breathing techniques regularly will help to reduce nerves, steady your voice and calm your mind. If you practise regularly, your mind will make the association that you are relaxed, making it easier to use the techniques on the day. When we're nervous we tend to breathe faster and experience shallow breathing and this can add to feelings of stress. One (of many techniques) you can try is to place your hand on your stomach and imagine breathing into your hand and, as you breathe into your hand, feel your stomach pushing your hand out as you breathe in. Repeat this slowly, 2 or 3 times maximum, and it will help to centre your breathing.

## Love your audience

Remember, most people want you to succeed! They want to take an interest in what you have to say as we all enjoy learning new things and extending our knowledge, so your audience will be on your side- willing you on. They are not the enemy! Don't be scared to look around at your audience- you will see a lot of interested faces (some may even smile) – if you are relaxed, your audience will sense it and they will relax too.

## Slow down

Slow down! Rushing is stressful and also, your audience needs time to absorb the information. Don't be afraid to pause (it's also a great trick for getting people to sit up and concentrate if you think their attention is wandering as they will unconsciously notice the change of tempo and re-focus on what you're saying.)

### **Be Comfortable**

In your clothes (no tight collars, belts, pinching shoes, wardrobe malfunctions), in the space—can you get to see the venue beforehand? If not, ask for as much detail as you need to help you feel relaxed.

### **Be You!**

Be your authentic self. Use a natural style. Maybe you feel more comfortable using a lectern as a prop or perhaps moving around the stage comes more naturally to you? Work with your instincts, they will serve you well.

**Research  
Rehearse  
Breathe...**

**Enjoy!**





# MICHELLE KAY

## STRESS | MINDFULNESS | HEALTH & WELLBEING

Michelle is a corporate stress consultant and voice coach, specialising in managing nerves and anxiety. She started acting at the age of 6, went to drama school, "trode the boards" to get her equity card and then went on to qualify in complementary health therapies and corporate stress management. She has had clinics in Harley Street and West and North West London, and worked with Blue Chip companies, Charities, Bankers, Doctors, Lawyers, Mothers, Carers, entrepreneurs and orders of nuns.

### **I'm passionate about helping people lead happy, healthy lives!**

Around 25 years' ago, I realised I needed to manage my own stress better and find ways to be more

'present' in my own life, (instead of worrying about the past and fretting over the future.) I'd been interested in complementary health as a child and in finding peace of mind and optimum wellbeing as an adult. I started training and qualifying in a range of complementary health disciplines, together with anatomy and physiology and then corporate stress management and realised I hadn't just 'found a career'; I'd found my path in life! I thrive on working with others, individually and in groups ~ facilitating training sessions and workshops on understanding and managing stress, mastering breathing, relaxation and mindfulness techniques and achieving optimum wellness.

### **Client base**

I have taught Stress Management, Mindfulness & Mindset to individuals and groups for over 25 years, providing individual, group and corporate training, personal consulting and clinical practice. Workshops include: Less Stress More Zest ©, Mindfulness, Relax & Thrive, Achieve Optimum Wellbeing, Presentation Skills & Voice Coaching and Get Motivated ~ Stay Motivated! I have run Train the Trainer programmes and bespoke sessions for small groups and Lifestyle sessions for individuals. Clients have included blue chip companies, charities, hospices, GP surgeries, and individuals from all walks of life, from bankers and lawyers to nuns and priests.



## Background, Training & Clinical Work:

I set-up a Stress Management practice in 1995, after working in clinical practice and identifying that people needed simple, practical tools and techniques to manage day-to-day stress and achieve better well-being. I am qualified in Anatomy and Physiology, Health & Wellbeing, Stress Management, Relaxation, Visualisation and Mindfulness, ITEC Holistic & Deep Tissue Massage, Advanced Massage, Swedish massage, Swiss Reflex Therapy and Aromatherapy. I have had clinics in Harley Street and Chiswick and in Hendon.

I am also available by telephone consultation, corporate onsite and public workshops. I am fully insured and a full practitioner member of the Complementary Medical Association.

## Media & Press

Over the years, I have appeared on Lorraine Live, the Esther Show and Radio. I have been reviewed in Cosmo, contributed to articles in Personnel Management, SHE Magazine, Here's Health and my stress management and retreat work with Orders of Nuns has been written about in the Daily Telegraph.



## Additional Skills

Before training in stress management and complementary health, I went to drama school and then coached people in Voice Production, Presentation Skills, Self Confidence, Motivation and Breathing and Relaxation techniques. I bring this extensive and unique skill-set, knowledge and experience to all my work. Perhaps my best skill is listening, empathising and empowering positive change

## My Aim:

To facilitate optimum wellbeing and performance, by teaching practical tools and techniques that are easy to master, simple to apply to everyday-life and which help people thrive!

# Contact me

M: 07973 518599 E: [michelle@less-stress-more-zest.co.uk](mailto:michelle@less-stress-more-zest.co.uk)

W: [www.less-stress-more-zest.co.uk](http://www.less-stress-more-zest.co.uk)

# HELPING VETERANS MANAGE PTSD SYMPTOMS

## A PERSONAL NOTE....

I dedicated the book I wrote, the "3 Keys to Managing PTSD: The Warrior's Guide to Overcoming Combat Trauma" to my dad, as his passing motivated me to write it. I initially became interested in helping veterans upon hearing more and more stories about large gaps in their healthcare. March 11th 2014 I launched the PTSD FREE mobile app. My dad tried to use it but he wasn't much of an app guy. We spoke about it late one night. I said, "Dad I know these tools aren't up your alley but I want us to get a handle on this stress thing. What am I doing working with veterans if the ones I care the most about slip through my fingers." He jokingly said, "Do you really want to pop the lid off this top?" And I said, "Yeah, we'll take it nice and slow. It's easy." He said, "Okay, we'll do it."

The very next day, my dad had a catastrophic bleeding stroke in the center of his brain. Nine days, exactly six months after the app launched, he passed. After six months of self healing, I decided to do something in his memory, something that will last. Something he and I can both be proud of. I always knew I was supposed to write a book, but life got in the way from completing it. Now was the time to write it, get it done, and if the book helps one person live another day with their loved ones, then job well done.

My dad rarely spoke about Vietnam. He dealt with his stress by cracking a Budweiser, telling jokes, mowing his lawn (which he did 3 times a week), and going to the range. I knew while he was overseas he contracted malaria and was fighting 70lbs lighter. After his passing, my dad's friend told me he was in some of the bloodiest battles in Vietnam; Khe Sanh, Da Nang, etc. At one point he saw body parts flying out of foxholes all around him. Towards the end of his tour he had an emergency flight home, but arrived a day late for his brother's funeral. With a few weeks left of service, he went back to Vietnam. He did not think he was coming home. I'm very grateful he did.

Another friend told me when he came back after that second time, he was different. He was really wound up tight. He turned to drugs, alcohol, partying, etc. My parents divorced when I was six. My dad once told me the absurd helps you deal with the absurd.

My goal with this book is to take the first step in giving all our servicemen and women the very best tools before they go to war, and the very best support when they come home...

*Brett Cotter*







# THE STRESS IS GONE SOLUTION FOR VETERANS

**B**rett Cotter, Stress Is Gone Founder and CEO, is a stress relief expert that has multiple generations of combat veterans in his family across three branches of military. Cotter states; "Given my 15 year career in stress relief and relaxation, I wanted to create something that was effective and would truly help veterans with PTSD."

The Stress Is Gone solution for veterans has three core components; (1) a mobile app, (2) an online membership website, and (3) a book. All three components are based on Cotter's program which is certified by The American Institute of Stress. The relaxation modality is named Stress Stopper Breathwork. The technique naturally stops stress in seconds by activating the body's Relaxation Response.

## The technique is as follows:

- (1) Touch the tension (typically the chest, abdomen, etc),
- (2) Breathe deep and slow, and
- (3) Once per breath silently say, "I'm okay", until all the tension goes away.

The PTSD FREE mobile app predicts and pulls stress right out of the body realtime. After the individual answers two questions the app knows when the user is most likely to be stressed. The app then guides the user through Stress Stopper Breathwork just before their stress is triggered. The app also configures the user's meditation practice, which includes pre-set reminders to help the person stay consistent.

*Science behind meditation and PTSD symptom management is beyond significant, it's life changing. Veterans showed a 50% reduction in PTSD symptoms after 8-weeks of meditation. (Rosenthal et al., 2011)*

The Online Membership Website helps veterans learn how to meditate, connect with other people who have similar symptoms, and process the original traumatic memories at the root of their PTSD symptoms. After a member completes a simple assessment they are guided through three tailored exercises. The 1st helps the member release physical tension from the body. The second helps them process the original traumatic memories using Stress Stopper Breathwork. The member holds the memory in mind while repeatedly activating the body's Relaxation Response. Eventually, the memory is reframed with relaxation in the psyche and the body. The memory is fully processed when it comes to mind without triggering physical, emotional, or mental stress.

The book entitled, "**3 Keys to Managing PTSD: The Warrior's Guide to Overcoming Combat Trauma**", is offered as workbook and an eBook available on iTunes and Amazon, as well as the Stress Is Gone website. The book provides veterans with practical tools and techniques that are easy to use and are very effective. The 3 Keys are; (1) Learn how to stop a stress reaction, (2) Process the trauma, and (3) Meditate Daily. Exercises are included to assist the reader in mastering each key. A PTSD Score Card is included to help veterans manage their symptoms for one year. Also included are stories and testimonials to help readers integrate the 3 Keys into their everyday life. The book is dedicated to the author's father, who was a USMC Vietnam Combat Veteran, who passed away due to the long-term affects from PTSD.

All of these tools are free for veterans who can access them at: <http://stressisgone.com/html/p-veterans.html>



# BRETT COTTER

Stress Is Gone Founder and CEO

Brett Cotter is a stress relief expert specializing in group facilitation, one-on-one coaching and instructional design. His program is certified by The American Institute of Stress. Brett founded [www.StressIsGone.com](http://www.StressIsGone.com), which provides best-in-class relaxation tools and services. He also founded [www.StressIsGone.org](http://www.StressIsGone.org), a 501(c)(3) that serves high-risk demographics such as military veterans, inner city youth, etc. Today, Brett continues to design relaxation tools, write books, and facilitate classes in corporations, schools, hospitals, and nonprofit organizations. He received training from the Himalayan Institute and a Shaolin Grand Master. Brett is a member of the International Honor Society in Psychology. His approach to relaxation is a blend of Eastern and Western philosophies.

## **My Services**

Coaching, Membership of [Stressisgone.com](http://Stressisgone.com) website, Classes, Products, Programs for Schools, PTSD Management for Military Veterans.

To access these simply visit:

[www.stressisgone.com](http://www.stressisgone.com)

Get the Book: 3 Keys to Managing PTSD (eBook on Amazon)



## WHY WOULD I REGISTER?

[A few reasons]

- You do NOT pay for being part of this exclusive Stress Coaching Association
- We specifically focus on building a community entirely on addressing stress and stress management – to the Corporate and general public.
  - Gain full accreditation for your expertise
  - We offer you various routes into professionalism
- We endeavor to rigorously promote our Stress Coaches through a variety of mediums and platforms, your services and expertise to build your business and income
  - You are promoted via our online stress talks channel and web-service and can contribute in participating in expert interviews, podcasts and discussions on your experiences and stress expertise. These are availed to general public, corporate and promoted via regular global press releases and social media.
    - Be Featured in this magazine and promote yourself

## HOW DO I REGISTER?

Application for registration is a 2 step process. Because we believe in inclusivity, and Professionals dealing with stress carry expertise, qualifications and experience from a variety of levels we feel it apt to include Professionals who are orientated towards Stress and Stress Management foremost, being mindful that being truly client centered accounts for the different approaches we use in assisting them. We wish to ensure all our members increase their competency and skill and move their status to become fully Accredited Stress Coaches, through various initiatives in CPD and online training. Our membership intake process is as follows.

**[In a nutshell?]** 1. You apply online and complete a profile. 2. We will confirm your registration by email. 3. Order your Personalized Gold Printed Membership Certificate with your Membership number. 4. We will communicate with you to download additional documentation and complete an application to assess your level of membership. 5. At conclusion of your application – We will forward to you by email a free electronic PDF version of your Accreditation Certificate – or you can opt to have one sent to you.

YOU CAN REGISTER YOUR FREE ACCOUNT HERE

THE STRESS COACHING ASSOCIATION

Address: Suite 34, New House, 67-68 Hatton Garden, London, UK. EC1N 8JY

Email: [news@stresscoachingassociation.com](mailto:news@stresscoachingassociation.com)

Web: [www.stresscoachingassociation.com](http://www.stresscoachingassociation.com)