

"Executive Stress: Make It An Asset"

In today's fast-paced, high pressure business world, chronic stress is regarded as a negative condition that undermines performance, debilitates business executives through heart disease, ulcers, alcoholism and depression and ends up costing American industry billions of dollars annually in lost employee work days, hospitalization and early death.

But stress can actually be an asset to energize and help us reach our maximum potential, according to Dr. Deane H. Shapiro, Jr. An internationally renowned stress-management expert, Laguna Beach author and psychologist, Dr. Shapiro will present techniques for the self-control of stress in a two-day seminar entitled, "Executive Stress: Make It an Asset," slated for December 8 and 9 at the Balboa Bay Club in Newport Beach.

Shapiro is president of the California-based Institute for the Advancement of Human Behavior, a non-profit corporation which has given conferences to more than 30,000 individuals across the nation on topics

related to health and well-being, including, most recently, "The Healing Power of Laughter and Play" in Anaheim. Shapiro is also director of the Institute's Stress Research Foundation. The Foundation's focus is on helping individuals increase personal control in their own lives to enhance their physical and mental well-being.

Shapiro is the recipient of a three-year Kellogg National Fellowship to study the self-control of professional and executive stress in the United States and Japan. He has consulted to the National Aeronautic and Space Administration, United States Steel, Lockheed and Harvard University Medical School, Behavior Medicine Unit. He has also served on the clinical faculties of Stanford University Medical School's Department of Psychiatry and Behavioral Sciences and the California College of Medicine at the University of California, Irvine.

His background in executive stress toward the high-pressure executive Stanford University, the University of California and in Asia, focusing on

self-control and stress-management techniques for the Type A individual and the development of relaxation techniques to help these driven people achieve balance and develop inner harmony in their life.



Dean H. Shapiro

Chief among the tips Shapiro recommends for high-achieving, stressed executives are setting aside time each day for playfulness and self-nurturing; not always putting external tasks ahead of personal well-being; becoming more aware of physical and mental signs of fatigue; setting goals and priorities with the realization that not all are of equal importance; and not becoming trapped by goals.

"All of the stress-management tools I teach can be learned," he said. "The important thing is that people adopt them as part of their daily routine, so I help them learn to follow through on a daily basis."

With his in-depth focus on the executive, Shapiro's approach to stress is recommended for business executives, attorneys, accountants, corporate medical directors (CE credit available), personnel and training directors, and corporate management.

"These techniques are geared toward the high-pressure executive and the Type A, hard-driving person who feels a constant sense of time urgency, never feels he or she is accomplishing enough, and always pushes beyond what's health," he said.

His approach to stress-management is unique because of its focus on self-control, use of both passive and active control techniques, and emphasis on finding the right stress-intervention strategy for each individual. "Not all methods work for everyone," he noted. "While positive imagery might work for one person, exercise, stretching, meditation or self-hypnosis might work better for another."

Among the topics covered in the upcoming two-day seminar are stress assessment and development of a stress profile; stress response, goal-setting, intervention techniques and adherence; dealing with other people who can cause us stress, conflict resolution, monitoring organizational stressors, time management, increasing personal control, stress evaluation and additional risk factors.

"Perhaps most importantly, though, this approach shows people how to laugh, play and be successful as well," Shapiro reflected.

The seminar is slated for December 8 and 9 at the Balboa Bay Club in Newport Beach. The two-day fee is \$325 and includes Shapiro's cassette tape on stress management, his book on self-control strategies, lunch and refreshments. A \$30 discount per person is available when groups of three or more register together. A late registration fee of \$25 will be added to registrations mailed after November 28. Workshops are held from 9 a.m. to 4:30 p.m. both days.

For further information, call (714) 494-4900.