

SPECIAL ANNOUNCEMENT

EXECUTIVE STRESS: MAKING IT AN ASSET **OPTIMIZING PRODUCTIVITY AND HIGH LEVEL WELLNESS**

An Intensive, Practical Workshop By Deane H. Shapiro, Jr., Ph.D.

Executives often thrive on pressure . . . it's part of the job. In fact, the thrill of an exciting challenge, the "adrenaline" rush before an important event . . . these are positive, motivating, even euphoric feelings that few of us would want to give up. *But*, excessive pressure of deadlines, time urgency, a sense of incompleteness and helplessness, franticness over high stake decisions are not only unsound business practices, they are unsound for our health. Gastrointestinal upset, hypertension, overuse/misuse of antacids and tranquilizers, alcoholism, ulcers, unproductive anger, headaches, backaches, poor concentration, all may be induced or compounded by stress.

The health cost to the corporation may be staggering, in addition to the personal pain, depression, and trauma to the person facing it.

This workshop, led by one of the world's foremost authorities on stress, is based on Dr. Shapiro's over ten years of research, development, and clinical experience, and is designed to provide the following.

- **Stress Assessment:** Recognizing productive and unproductive stress; learn the signs of stress addiction; who is vulnerable to stress.
- **Stress Response:** Physiological and psychological aspects of stress; latest brain research; behavioral medicine.
- **Stress Profile:** Response to daily hassles; mind/body connection; effects of life patterns.
- **Stress Goal-setting:** Optimizing productivity and staying healthy; balancing family, relationships and career.
- **Stress Intervention:** Choosing the right strategy — visualizations, progressive muscle relaxation, stretching, biofeedback, hypnosis, meditation, exercise, and humor are evaluated.
- **Stress Compliance:** Helpful hints for maintaining stress reducing strategies and discussion of common avoidance patterns.
- **Dealing with others who cause us stress:** difficult people; communication patterns under stress; negotiating to yes.
- **Monitoring organizational stressors:** Stress in the environment; how to spot stress in employees, clients, work settings.
- **Time management:** How to use the clock to best advantage; ways to optimize the use of time.
- **Increasing personal control:** The key to effective stress management.
- **Stress evaluation:** How to know if a program is effective; areas to examine for assessment.
- **Additional risk factors:** smoking, diet, nutrition and what can be done in these areas.

Deane H. Shapiro, Jr., Ph.D. is internationally recognized as one of the world's leading experts in the self-control of stress. He is the recipient of a three-year Kellogg National Fellowship to study the self-control of professional and executive stress in business and industry, in the United States and Japan.



Dr. Shapiro bridges the academic and corporate professional world, and has consulted to both business and industry, including The National Aeronautic and Space Administration, United States Steel, Lockheed, as well as Harvard University Medical School, Behavioral Medicine Unit, and the Stanford University Department of Cardiology. He is the President of the Institute for the Advancement of Human Behavior, a non-profit corporation, which has given workshops, conferences, and seminars to over 30,000 individuals in the past seven years, including executives and professionals from Atari, Apple Computer, A.T.&T., Digital Computer Products, Fairchild, Honeywell, Hewlett Packard, IBM, Memorex Corporation, Pacific Telephone, Prudential Insurance Company, SRI International, TWA, State Farm Insurance Company, United Airlines, U.S. Postal Service, and Montgomery Ward among others, as well as attorneys, accountants, and hundreds of small businesses.

He is a diplomate, American Board of Professional Psychology, Clinical Specialty; a licensed psychologist, a licensed marriage, family, child therapist, and maintains a private practice and consulting firm in Laguna Beach, California.

WHEN: Workshops held from 9:00 AM to 4:30 PM.

Special sleeping room rates have been arranged with hotels. Please contact hotel directly and tell them you are with the EXECUTIVE STRESS workshop.

FEE: \$325 Includes cassette on stress management, book on self-control strategies, lunch and refreshments.

CE CREDIT available. For more information contact IAHB.

Refunds less \$25.00 processing fee will be granted only if received in writing and postmarked no later than 10 days prior to workshop.