

BREAKING THE CYCLE OF STRESS

Skills for Enhancing Workplace Performance and Effectiveness

also titled Martial Arts for the Mind

Gain clarity of mind and an increased capacity to meet and overcome life's challenges. This training, also used at NASA, is at the cutting edge of stress reduction. It provides a combination of cognitive training for getting at the root causes of stress, along with powerful breathing and relaxation techniques. These methods have been clinically proven at Harvard and MIT to reduce blood pressure, manage chronic pain, reverse advanced heart disease, and enhance mental focus.

Incorporate powerful changes in attitude into your life, along with easy-to-learn techniques that will greatly reduce your stress. Participants will learn how to:

- Understand and communicate more effectively with difficult co-workers.
- Manage challenging work situations with greater calmness and clarity of mind.
- Dramatically reduce stress with simple techniques that can be done in just a few moments.
- Achieve significant relief from chronic pain.
- Enhance your personal productivity. Focus the mind where you want it to go, to achieve results more quickly and effectively.

"The Gamows are superb facilitators. Their workshop receives rave reviews throughout Yahoo!"

— Phil Quigley, Yahoo!
Talent Development Manager

"A+. This program provided tremendous new insight in how to recognize and eliminate stress. Life will improve if you practice the techniques learned today. I know I will."

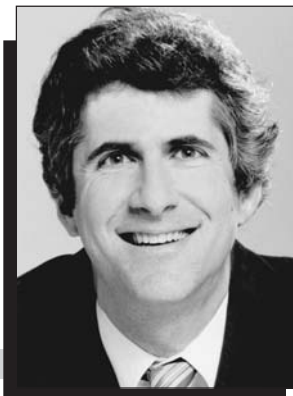
— Mark McDonald, President
Hitachi Instruments

"Our employees include some of the country's finest research scientists, and they gave this program top ratings. It's a big plus that the program is based on clinical research and that people can experience the results of the techniques first-hand. Even our traditional skeptics were won over."

—Erin Shatara, Training Coordinator,
Stanford Linear Accelerator Center

—Clients include—

NASA • EMC • Yahoo!
Nokia • Juniper Networks
Genencor • IBM
University of Texas
U.S. Army • Ernst & Young
Stanford Medical
Stanford Research Institute (SRI)
Wilson Sonsini Goodrich & Rosati
Denver International Airport



David and Karen Gamow

David and Karen Gamow have personally trained over 15,000 people in these methods. Authors of *Freedom from Stress*, their work has been featured in the *San Jose Mercury News*, *Gannett News*, *Investor's Business Daily*, and on FOX-TV News. Participants with headaches or back pain report their pain gone or greatly diminished by the end of a single session. HR managers report increased productivity many months after training in extremely high-stress occupations, including mobilizing Army Reserve forces for combat. Their presentations consistently draw top ratings, helping people from all walks of life to experience greater health and freedom from stress.

National Aeronautics and
Space Administration
Ames Research Center
Moffett Field, CA 94035-1000



Reply to Attn of: DQH:218-2

Karen & David Gamow
Clarity Seminars
240 Monroe Drive, Suite #215
Mountain View, CA 94040

Dear Karen & David,

I want to thank you for the exceptional job you did on the "Breaking the Stress Habit" course here at Ames today. It was even better than the first class, and that one was tremendously successful! Feedback on the evaluations from all participants has been so enthusiastic...8-10s on a scale to 10. Can't get much better than that. After the first class, one manager told me "It's the best thing I've ever taken at Ames," and he's been here almost 20 years.

I feel this is the best stress management program we've ever offered in my 20 years at the Center, and I'm thrilled that we have you on contract for two more classes before the end of the fiscal year. With the response as great as it has been (30 people signed up for the class today!) it's obvious there's a great need. I am confident that we can continue to offer our employees this practical training in life that provides effective tools they can work with, and not just a lot of talk.

People I've spoken with about the course have commented on feeling more focused, calm, and have experienced increased productivity that continued for weeks after the training. It's exciting to think that hundreds of employees will be trained in these life-affirming techniques all over Ames as we continue to offer this course. This could truly revolutionize Ames Research Center. At least, it will revolutionize many people's lives on a daily basis.

In the face of the constant uncertainty, reduction in force, budget cuts, and reorganization facing NASA, this course is exactly what everyone needs. I wish we could make it mandatory for all employees...Now that would be revolutionary! Please feel free to refer any potential clients in industry or government to me for a recommendation.

Sincerely,

A handwritten signature in black ink that reads "Miriam Glazer".

Miriam Glazer, MA,
MPH Health Programs Manager



Dear Sir or Madam,

David and Karen Gamow of Clarity Seminars represent a rare breed of professionals who not only execute the “nuts and bolts” of their stress/personal management workshops flawlessly, but serve as trusted and valued growth partners to staff members throughout our organization. That’s because they quite literally practice what they preach — teaching timeless self management principles designed to help us reduce stress while gaining control of our work and personal lives, get more out of living in general, and have fun in the process. Moreover, they share lots of examples from their own careers, resulting in a rich and penetrating learning experience. Finally, they live their daily lives in harmony with their professional advocacy—they “walk the talk”.

They also just happen to be superb facilitators who deliver an inspiring and informative workshop that receives rave reviews throughout Yahoo! They make it a point to understand our business basics...objectives, strategies, execution plans, competitive activity... to help tailor their delivery to our unique needs They’ve been instrumental in successfully integrating new employees into the Yahoo! family, while helping raise everyone’s spirits when the going gets tough.

I wholeheartedly recommend David and Karen to you...they truly deliver a great workshop! I’m honored to have attended and sponsored them throughout Yahoo! They’re winners, and I’m proud to have worked with them.

Sincerely

A handwritten signature in blue ink, appearing to read "Phil Quigley".

Phil Quigley
Yahoo!
Talent Development Manager
701 First Avenue
Sunnyvale, CA 94089



Stanford University
Stanford Linear Accelerator Center
Operated for the U.S. Department of Energy by Stanford University



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Training Coordinator

David & Karen Gamow
240 Monroe Drive, Suite 215
Mountain View, CA 94040

Dear David and Karen,

Thanks to both of you for another superb session today! Your program has proven to be popular here. As always, we are receiving wonderful feedback.

A stream of people leaving the classroom thanked us personally, saying that this was the most beneficial training they ever attended. Typical of the comments we received was this enthusiastic evaluation: "Two thumbs up! This is a workshop not to be missed. It will change your life!" We pride ourselves on offering practical training to our people, so this is saying something, indeed.

Our employees are an extremely intelligent group of people, including some of the country's finest research scientists, and they gave this program top ratings. It's a big plus that the program is based on clinical research and that people can experience the results of the techniques first-hand. Even our traditional skeptics were won over.

We're very pleased to provide this training to our employees, and plan to have you back again soon. This program is very much needed, and it works.

Sincerely,

A handwritten signature in black ink, appearing to read "Erin M. Smith", written in a cursive style.

Erin M. Smith (Shatara)
Training Coordinator



INFORMATION TECHNOLOGY SERVICES (ITS)
THE UNIVERSITY OF TEXAS AT AUSTIN

Austin, Texas 78712-1110, G2700 • (512) 475-9300 • FAX (512) 475-9282 • e-mail: its@utexas.edu

Clarity Seminars
240 Monroe Drive, #215
Mountain View, CA 94040

David and Karen:

Thank you for bringing your training to our hard-working staff. We have been interested in providing meaningful stress management help to our staff for a long time, and had not found a program that we felt would be effective.

We found yours to be different. It includes simple exercises and tools that people learn in class and can do easily on their own. When I returned to my desk after the training, I found that I was more focused and relaxed than I had been in a long time. In fact, I was extremely productive that afternoon, more than usual. I was interrupted numerous times, but was able to handle people quickly and kindly and return to work focused and relaxed.

We initially brought you in for two training sessions for our management. Afterwards, they felt strongly their staff would benefit also. We scheduled four more training sessions for our staff and they were very well-received. Several months later, people are still talking about the benefits and practicing the exercises and the ideas they learned. Given the pressures on IT to perform, this is an enormous help with our focus, perspective, and productivity.

Your program is very effective and powerful. I highly recommend it. It was a pleasure to meet and work with you both and I hope our paths cross again soon.

Sincerely,

Melissa DeVore, PHR
Assistant Director
The University of Texas at Austin

Information Technology Services
Infrastructure, Innovation, Integrity

(received by email)



David and Karen Gamow
Clarity Seminars
240 Monroe Drive, Suite 215
Mountain View, CA 94040

Dear David and Karen,

Nokia has seen an immediate benefit from your seminar.

Since your work with all of the Northern California teams, people who have completed the program have seen and felt a difference in their professional and personal lives.

We are eager to have more employees attend and apply the techniques. Thanks for a wonderful and well received program!

Regards,

A handwritten signature in black ink, appearing to read 'Tony Deblauwe', is written over a light blue horizontal line.

Tony Deblauwe
Nokia Human Resources - Northern California

Additional Testimonials

A sampling from sponsors and participants about Clarity Seminars' Stress Management Training

One of the best seminars I have ever attended. It has made a huge difference in my life, as well as a **tremendous positive impact on my performance** in a highly stressful work environment.

—Becky Stokes, Manager
Sun Microsystems

Thank you for delivering a great program to our employees. I must admit, I was skeptical about how these techniques would benefit me once my busy day began, but I have been happily surprised. I have felt **noticeably more relaxed, focused, and effective at work**. I also find that I have **increased clarity**, enabling me to be more proactive and strategic when challenges at work arise.”

—Teresa Agustin, Learning & Development Manager, Yahoo! Inc.

My doctor ordered me to take this course. **My perceptions have changed completely in just four weeks**. I'm able to handle so much more than I used to, with much less stress and anger.

—Craig M., Manager, 3Com

I have had a great deal of trouble falling asleep; my mind is racing all the time. Since your program, I've been able to fall asleep immediately, and sleep all the way through the night again. **What a difference it makes at work**.

—Linda S., small business owner

We have seen an immediate benefit from your seminar. People who have completed the program have seen and felt a difference in their professional and personal lives. We are eager to have more employees attend and apply the techniques. Thanks for a wonderful and well received program!

—Tony Deblauwe, Director of Human Resources, Nokia Northern California

Of the more than 20 management training programs Kimpton offered last year, your seminar was ranked highest by our employees. **We believe we have better leaders now** as a result of it: more balanced, more relaxed, and less overworked.

—Niki Leondakis, Vice President
Kimpton Hotels

The response to your program has been so enthusiastic, our company president asked to join in on last week's session. But there was an additional benefit I hadn't anticipated. Employees were surprised and gratified that the company offered training for them, personally. It wasn't just technical/job skills training. It was also help for them as human beings. Management was pleased that people responded so positively, because **we want to show how much we value our people**. Thank you.

—Lisa Vere, HR Manager
Rosendin Electric

The most exciting new thing I have learned in a long time. Wonderful and very useful information made very interesting and humorous. Exercises were incredible.

—Nancy Outenreath, Oncology Nurse

It's very hard to characterize this class. It's foundational for a wide variety of subjects: Customer Service, Coping with Difficult People, Reducing Stress, and more. It contains solid information about relaxation, stress, coping and ultimately taking personal responsibility for changing those things we can change. **Great, great class. I highly recommend the Gamows' training**.

—Diane Flannigan, Training Manager,
Coldwell Banker

Frankly, we have not had much success with previous stress management trainers. But your program has been markedly different. You've done more than a dozen highly successful training sessions so far for us. **We are glad to have found you, as it has filled a long-standing gap in our training**. Working with you has been a pleasure.

—Jennifer Parker, Training Coordinator,
Wilson Sonsini Goodrich & Rosati

We offer programs regularly to employees, but they are often more “talk” than techniques and tools. **Your training was full of hands-on techniques that people can take back to the office and apply in their lives—with noticeable results**. I've gotten very positive feedback for employees. I highly recommend your program. This training is needed here in Silicon Valley, and it works!

—Angela Lepore
Benefits Administrator, Oral-B

Our employees are an extremely intelligent group of people, including some of the country's finest research scientists, and they gave this program top ratings. It's a big plus that the program is based on clinical research and that people can experience the results of the techniques first-hand. **Even our traditional skeptics were won over**.

—Erin M. Smith, Training Coordinator
Stanford Linear Accelerator Center

I have never seen such a positive response to a program. Many people afterwards said things like: “the best seminar I have ever attended” — “powerful” — “life-changing”. **Honestly, the testimonials don't begin to describe the power and effectiveness of your program**.

—Kaylene Riggs, Director of Sales,
Tenaya Lodge at Yosemite

What I didn't tell you (I didn't want to raise *your* stress level) was that the group of sixty managers you were about to train were all veteran educators who definitely have a "show me" attitude when it comes to staff development — a very tough audience. Well, the reviews are in and you guys were an absolute hit — **the single highest rated program we have ever had.** Many participants told me that it was the most valuable training they had ever experienced.

—Tom Fitzpatrick,
Assistant to the Superintendent
San Mateo County Office of Education

You have no idea what taking your class has done for me. The **shoulder pain I have had for three months is almost gone.** Thank you so much.

Sharon B., Stanford University

This is a high-stress environment, and your training has been a great help in accomplishing what we need to get done here. Having a core of trained people has benefited the whole Center. **Even one person with calm energy in the face of challenge helps everyone to respond at their best.** I recommend your work highly.

—Charles Palmer, Jr. Administrator,
351st Civil Affairs, U.S. Army

We've been going through a very stressful downsizing. After your program, we hired a placement company to help staff find jobs. The counselor called me with surprise and said, "Usually people are worried about the changes awaiting them. Your people have been calm and collected, even laughing and enjoying the process. Why?" I attribute it largely to the success of your program. **It has been invaluable for our people in dealing with the changes that have taken place.** Thank you!

—Jennifer Rieble, Training Director,
Burns Philp Corporation

It has been a high priority for me, personally, to bring these skills to our people; it's something I wish I had learned earlier in my career. **Your program is excellent and high-energy,** designed to meet the needs of the most demanding hotel professional.

—Bruce Carpenter, General Manager,
Westin Santa Clara

I feel different—more relaxed, more in control. This program has been a powerful experience.

—Astrid Terlep, Administrator, NASA

95% of participants rated the program as *excellent*. The skills and techniques that you shared will be an invaluable asset to supporting our health care mission.

—Dani Walter, MPH, Integrative
Medicine Coordinator
St. Anthony's Hospital, St. Pete, FL

This was one of our most successful programs; seventy people attended. Everyone is asking me when you can come back for more.

—Carol Montgomery, HR Manager
Maxtor

I've had chronic neck pain for many years, and work in a very stressful environment. Yet, after practicing these techniques for only a short time, my **neck pain is almost completely gone.**

—Emma Ybarra, Printer,
Mountain View, CA

Looking at people's faces afterwards, I could tell they were very pleased with the program. One of the people I was hoping would benefit the most is doing the exercises every day. **He is getting along better with his colleagues. I see real improvement in his behavior.**

—HR director (Anonymous)

I enjoyed your program immensely. This program is excellent for people on the bench. I've thought long and deeply about how to respond to the people who appear in my courtroom, given their frustrations, lack of respect for authority, and the necessity to be both understanding and strong. Thanks again for the important information you've provided. I intend to implement all of the tools in my professional and personal life.

—A judge (anonymous as required by law)

We needed this program. It couldn't have come at a better time.

It had a powerful effect on a number of our people who are experiencing extremely challenging situations — divorce, caring for aging parents, serious illness — on top of the demands of managing a busy conference hotel with more business than usual. Just looking into the faces of these people, I could see immediate benefit from the techniques you taught.

—Chrissie Plock
Director Human Resources
Hilton Tampa Westshore, FL

I practice the guided exercises with your CD every other day, and find it very helpful. It's terrific reinforcement.

—Jeff Ing, Sales Manager, Oracle

I just want to say thank you! The techniques you teach are wonderful. I have gained so much control over areas of my life that I always felt I had very little control over. I just experienced, hands down, the best interview of my life. I was offered the job I have wanted, but never had the courage to apply for until now. This experience has given me confidence and a positive perspective. **I'm amazed at how just a few hours of your program changed my life in such dramatic ways.**

—Kellie. W., NASA



**CLARITY
SEMINARS**

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David and Karen Gamow, Trainers & Conference Speakers

Course Outline

Breaking the Cycle of Stress

*Please note: This outline is for a four-hour training, with an optional two-hour follow-up.
This training is also available in a single 4-hour session or a 3 hour session.*

Hour 1

Introduction

Goals and objectives of the seminar

Stress points in participants' lives (write on board)

What is stress?

Health impacts of prolonged stress

Scientific research on benefits of relaxation and meditation in reducing stress

Guided practice session

Hour 2

Q & A on exercises

How to make relaxation techniques a daily habit

Mind/body approaches to healing stress

Hour 2.5

Commonly held misperceptions that dramatically increase stress

The culprit: unconscious, habitual reactions

How never to be out of control again: choosing instead of reacting

A 4-step process developed by a Harvard M.D. for controlling our reactions

Learning to step back: tips for seeing the bigger picture

Martial arts for the mind: discipline, focus, effectiveness, speed, and calm

Productivity unleashed: how mental clarity cuts projects into minutes that formerly might have taken hours or days to complete

Hour 4

Guided practice session

Breaking the stress habit in the heat of battle—work and family stresses

Participants discuss or role-play every-day challenges

Closing/homework/evaluations

Follow-up session (Optional, and ideally one week later)

Practical applications—open discussion of experiences since first session

Learning to step back: tips for seeing the bigger picture

Guided practice session

Closing/wrap-up/long-term homework

Handouts:

Practical hints for establishing a daily routine

Guided relaxation and meditation exercises on CD

Meditation and relaxation written instructions

A survey of recent research on meditation and stress



**CLARITY
SEMINARS**

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David and Karen Gamow
Trainers & Conference Speakers

Fee Schedule

Breaking the Cycle of Stress

also titled

Martial Arts for the Mind: Stress Management Skills for Peak Performance

2 to 4 hour seminar	\$2,100
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Ideal program length is 3.5 to 4 hours

Suggested 2-hour follow-up <i>One to two weeks later</i>	\$1,200
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A follow-up session is helpful for attendees, allowing them to ask questions based on experiences since the training. A brief review helps deepen understanding and application of ideas.

These rates are for the training session, and not per person. The ideal class size is 8 to 30 participants.

All handouts and guided practices on CD are included for up to 30 participants.

For conference keynotes, break-out sessions, or programs requiring an overnight stay, please call for pricing.

Relaxation can improve your business decisions and your overall health

BY KATHLEEN DOLER

FOR INVESTOR'S BUSINESS DAILY

Ever want to just shut off your brain? The stream of thoughts is incessant: the 65 unanswered e-mails in your in box, your son's science project, your co-worker's annoying sighing, the roof gutter repair, the grocery list. The endless static of brain chatter can be overwhelming.

Sure, a vacation would be great, but meditation offers a cheaper and always-available solution. It's a way of slowing down the active mind. Like cleaning out a cluttered drawer, meditation can have a cleansing effect on your brain. What's more, evidence is convincing Western doctors that the benefits of meditation go way beyond its calming influence. Studies show it can help reduce blood pressure and cholesterol, lower the risk of heart attack and stroke, treat insomnia, anxiety and stress, aid in reducing chronic pain and improve treatment of hormonal problems.

■ **Give it a try:** Meditation is about bringing stillness into your life and mind. All you need to get started is a quiet place to practice and five or 10 minutes. Sit comfortably in a chair, in a quiet place, with soft light. You're ready to begin.

The one constant in all meditation styles - and there are many - is focusing on your breathing. This will help you bring your awareness to one single place.

Counting breaths is one simple technique. Or you may want to focus on the feeling of the breath going in and out at the tip of your nose.

Another helpful technique is to visualize a calming location - a beach, a mountaintop, whatever appeals to you.

Or you may want to repeat a phrase to yourself in your mind. This helps you to focus the brain. If you're practicing meditation to reduce your stress level, one phrase you might use is "I am, peace."

Your mind will wander. Expect it. Just keep bringing your focus back to the breathing and the relaxation of just inhaling and exhaling and being present in the moment.

Try not to judge yourself with questions such as "Am I getting it?" That's not the point.

"Progress in meditation is directional. Don't picture some arbitrary end point," said David Gamow, a meditation trainer and principal of Clarity Seminars. "Neither should you focus on how far you must go to get where you want to be. If you are moving in the right direction, that's great."

Gamow and his wife, Karen, have trained thousands of people in the high-stress world of Silicon Valley, including workers and managers at firms such as Sun Microsystems, Cisco Systems, Maxtor and Oracle.

Don't try to do too much too soon. Gamow added: "Better to do a little every day for a month than to burn out. Meditation (like life) is a long-distance race, not a sprint." When you feel you've done as much as you can for a day, stop. Keep it reasonable and enjoyable, and then you'll continue to do it.

You also may want to read a meditation book, listen to a tape, take a class or attend a retreat. All will help you reinforce your practice. But again, don't overcomplicate what you're doing.

■ **Medical benefits and reduced stress:** As mentioned above, the

medical benefits of meditation are compelling and varied. In one of the most significant recent studies, researchers found meditation may reduce atherosclerosis and the risk of heart attack and stroke. The findings were published in the American Heart Association Journal, Stroke in March 2001.

This was the first controlled study to suggest that stress reduction can reduce atherosclerosis without changes in diet and exercise.

Atherosclerosis is a hardening of the arteries due to the buildup of fat deposits in the artery wall. In a study of 60 men and women over seven months, participants practicing meditation showed a decrease of .098 millimeter in arterial wall thickness, as measured by ultrasound. During the same period, a group that didn't practice meditation showed an increase of .054 millimeter in wall thickness. Researchers said a decrease in arterial wall thickness approaching .1 millimeter would indicate an 11% decrease in the risk of heart attack and a 7.7 to 15% reduction in the risk of stroke.

Finding a way to reduce stress and anxiety is what brings many people to the practice of meditation.

"I feel different - more relaxed and more in control. This program has been a powerful experience," said a manager at NASA who took a Clarity Seminars class in meditation.

■ **Better decision-making:** When we are stressed, we tend to react instinctively, and sometimes not thoughtfully. Anger comes to the surface because we may be feeling

fearful, threatened or just tired. Meditation helps people train their brains to react more deliberately instead of instinctively. This can result in calmer decision-making.

"My doctor ordered me to take this course (and now) I'm able to handle so much more than I used to, with much less stress and anger," said a manager at 3Com who took a meditation seminar from Clarity Seminars.

Feeling in control reduces anxiety. In a study by the University of Massachusetts, 20 out of 22 anxiety-prone people showed a 60% improvement in anxiety levels after an eight-week course in meditation.

Up to 40% of U.S. workers describe their job as "very or extremely" stressful, said the National Institute for Occupational Safety and Health. Problems at work account for more health complaints than any other type of stress. And the American Institute of Stress says 60%-80% of on-the-job accidents are stress-related.

So it's not surprising that companies are discovering the benefits of meditation in helping their work forces to better handle stress, and many are offering stress reduction and meditation seminars.

Calmer workers make better decisions and are better team players. In the 2000 "Attitudes in the American Workplace VI" Gallup Poll, 80% of workers said they felt stress on the job, and nearly half of those said they needed help in learning how to manage stress. 42% said their co-workers needed such help.