

ADVANCED CUSTOMER SERVICE SKILLS

STRESS MANAGEMENT & SELF-MASTERY IN A 24/7 WORLD

Working with clients is harder than ever. Expectations are high, time is short, and tempers sometimes flare. But it is possible to survive, and even thrive as a customer service professional today.

The best customer service training in the world can be presented, but until we are able to maintain calm focus and self-control, what we've learned can easily be forgotten in the heat of the moment. The trick is to get it right under pressure, when needed. The key is mastering your reactive process.

This training is used by NASA, Special Forces troops, 911 responders, police officers, and firefighters. You may not face life and death situations like these professionals do, but the human reaction to threat is the same. Learn how to master your response in any situation, whether an angry customer, an impossible workplace task, or conflict at home. Everything improves if we can calm the reactive process, and allow our natural desire to serve to come to the forefront.

- Gain control over how you respond to others, especially in challenging situations; prevent things from escalating
- View critical situations more clearly and impersonally
- Understand and communicate more effectively with difficult people
- Use clinically-proven breathing and meditation techniques to remove mental "static" and dial back strong emotional states
- Increase mental focus and productivity amidst 24/7 hyperconnectivity and distractions



David and Karen Gamow

"I enjoyed your program immensely. 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 for me to be both understanding and strong. I intend to implement all of the tools in my professional and personal life."

—A Pierce County Superior Court judge
(anonymous as required by law)



"This training program was helpful, not only in dealing with people who stress you out, but especially on how you handle yourself, so you don't let the slings, arrows, and other misfortunes that others may sling your way get you down. It was rather liberating, in fact."

—John Lom, Deputy Chief Counsel
Department of the Treasury



"These are critical skills for achieving our goals with greater clarity of mind, without losing our sense of humor or health along the way."

—Jeff Fanselow, Manager
Learning & Development, CBS Interactive

—Clients include—

NASA • NOAA • DOE
U.S. Army • U.S. Navy • UN
GE Healthcare • CBS • Nokia
Citrix • Juniper Networks
Stanford Medical School
Cisco • Hitachi • IBM
Boeing • United Space Alliance
U.S. Department of Treasury
Naval Surface Warfare Center

David and Karen Gamow are two of the leading corporate stress and meditation trainers in the United States. They have personally trained over 25,000 people in these methods in a wide range of settings from high-tech to the government. For years, their training has been an integral part of management development programs for NASA, SSA, and GE Healthcare. They have provided training for the military and UN peacekeeping support. The Gamows' presentations are consistently among the highest-rated trainings an organization provides its people. Authors of *Freedom from Stress*, their work has been featured in *Gannett News*, *Industry Week*, *Investor's Business Daily*, and *Money Magazine*.



CLARITY SEMINARS

www.clarityseminars.com

240 Monroe Drive, Suite 215

Mountain View, CA 94040

(650) 917-1186 • david@clarityseminars.com

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Learning and behavioral objectives

1. Gain control over how you respond to others, especially in challenging situations.
2. Gain mastery over your mind and emotions, so you can remain calm at the moment of conflict, and prevent situations from escalating.
3. Respond appropriately and with focus even when faced with interruptions, deadlines, and competing demands on time.
4. Reduce the effects of negative emotions on decision-making.
5. Respond to critical situations more clearly and impersonally.
6. Understand and communicate more effectively with difficult people.
7. Use breathing methods to increase mental focus, and reduce dependence on unhealthy methods of alleviating stress (anger, withdrawal, alcohol, caffeine, avoidance, etc.)
8. Achieve significant relief from insomnia high, blood pressure, pain, and other stress-related conditions that interfere with both productivity and on the job demeanor.
9. Increase mental focus and productivity amidst 24/7 hyperconnectivity and distractions.

Instructional strategy:

The training is a combination of lecture, experience of techniques, Q & A, and voluntary interaction between the instructor and participants. Participants experience exercises and ideas as observers/scientists, and are encouraged to test them for themselves, in the classroom. The lecture portion includes humor and motivational periods, and is characterized by participants as engaging and fast-paced. The program is both entertaining and challenging, with the often-achieved goal of a significant and dramatic shift in understanding and insight.

Course content:

The training consists of two approaches to stress: cognitive and physiological. The cognitive training culminates in a 4-step process developed at Harvard that helps participants break the cycle of responding to challenging situations in stressful or non-productive ways. Participants gain an understanding of the mind and its habitual, unconscious responses to external challenges, and also learn how to consciously choose a different response. To the extent that stress is a feeling of being out of control, stress is reduced as we gain mastery over our responses, even in small ways.

The second prong of the training is hands-on practice in a number of relaxation, breathing, and meditation techniques that are clinically proven to reduce stress and enhance mental focus. Participants are also trained to relax the body at will, relieve physical tension, and relieve or eliminate pain. Other benefits include reducing or eliminating insomnia, reducing blood pressure, and enhancing resilience.

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



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

2575 Sand Hill Road, MS 11
Menlo Park, CA 94025
(650) 926-2265 (phone)
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E-mail: erin@slac.stanford.edu
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". The signature is fluid and cursive, with a large, stylized "E" and "S".

Erin M. Smith
Training Coordinator



DENVER
INTERNATIONAL
AIRPORT

Department of Aviation
Airport Office Building
8500 Peña Boulevard
Denver, Colorado 80249

303.342.2200
www.FlyDenver.com

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

Dear David and Karen,

I just wanted to thank you for the two excellent trainings you provided for our staff. We were very pleased with the response, especially from our senior managers. They are under tremendous pressure from the heightened security needs we face since 9/11, and it has taken a toll on our people. Your program was a life-saver for all the participants, and provided techniques that people can immediately put to use as soon as they walk out of the classroom.

We opened up the training to everyone on staff, from maintenance people to top-level management, and had a great cross-section of participation.

Several senior managers who attended were very pleased with the program's practicality and effectiveness. They asked that this be made available to all our employees on an on-going basis. If the response to the last two trainings is any indication, there will be a full crowd again next time you come. We look forward to having you back again, soon.

Sincerely,

Mary Jo Snell
Human Resources Training Manager
Denver International Airport



Hyatt Sainte Claire
Downtown San Jose
302 S. Market Street
San Jose, CA 95113 USA

Telephone: 408.298.1234
Fax: 408.977.0403

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

Dear David and Karen,

I just wanted to thank you for your excellent training. It was riveting and highly motivational. In fact, it was the best stress-management program we've ever offered. Most programs are heavy on theory and talk, and light on practical tools. Yours was just the opposite. Your training was much more than stress-management. The skills you gave our managers will enable them to communicate much more sensitively with others, and to better manage their teams.

Your program is ideal for helping us retain our valuable managers, and save them from burnout or job dissatisfaction. It provided our people with invaluable skills to manage their workloads and their staff effectively. Thank you for helping us communicate our support for our managers' personal and professional development.

I recommend your training highly.

Sincerely,

A handwritten signature in blue ink, appearing to read "M. Hyde", written over a light blue circular stamp.

Mark W. Hyde
Hyatt San Jose
Director of Human Resources



UNITED STATES DEPARTMENT OF COMMERCE

National Oceanic and Atmospheric Administration
NOAA Marine and Aviation Operations
Marine Operations Center
1801 Fairview Avenue East
Seattle, Washington 98102-3767

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

Dear David and Karen:

Thank you for providing your stress and leadership training to our officers at our Annual Fleet Administrative Management Seminar this past December. The program was very well received, not only by the attendees, but also by members of our senior leadership who sat in on your session as well. Everyone enjoyed the training and found it extremely useful. I understand there are active discussions about bringing this excellent training to more officers and staff within NOAA.

Our shipboard personnel work in a unique and challenging environment. These mental and physical challenges are diverse and handling them appropriately and effectively is critical to the success of a ship's mission. The skills you have provided us with will ensure we are more capable of adroitly tackling these challenges which surface everyday and from every quarter.

This was the first time we attempted any training of this type at our week-long Management Seminar, and my apprehension at trying it out on this no-nonsense crowd was great. However, about 60 seconds into your training, my apprehension disappeared along with my stress! Also, I was glad we started our week with your program. Throughout the remainder of the week, many participants and presenters referred back frequently to the ideas you shared with us. Finally, on top of work challenges, I know people often experience stress in their personal lives. Your training can also help in these areas, making it truly full spectrum and life enhancing.

In closing, I'd like to thank you again for your lively and engaging training. We all found it very effective and enjoyable (as reflected by the course critiques) and I recommend it highly. I'll be commanding a vessel later this year, and plan to have you on board at some point to bring this training to the entire crew.

Best Regards,

Lieutenant Commander Todd A. Bridgeman, NOAA

A handwritten signature in blue ink, appearing to read "Todd A. Bridgeman".

Deputy Chief of Operations
NOAA Marine Operations Center-Pacific





San Mateo County Communications Managers Association

P.O. Box 5121, Belmont, CA 94002.
www.smccma.org FEIN 94-3020048

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

Dear David and Karen,

I can't tell you how appreciative we are that you were able to participate in our recent dispatch managers' retreat. I'm not surprised to see the positive results of the written evaluations. Many people approached me later in the day and the following morning to tell me how much they received from what you taught. Dispatchers, their managers, and supervisors are a unique group and face many stresses comparable to those of first-line responders. I think as a profession, we should be doing much more to support and address their cumulative stress. Your work just is the right balance of tools and techniques to help us move in that direction.

I highly recommend your program. Our work is challenging, and having the ability to react calmly in pressure situations is an invaluable skill. Your ability to not only show us how to do that, but motivate and inspire us to do it, is what makes your program so valuable.

I'm delighted that your course is on its way to being POST certified and look forward to it being available to a wider audience of dispatchers and supervisors as soon as possible.

Sincerely,

Brenda Velasquez
Communications Manager
South San Francisco Police Department

[Sent by email]



Lt. Michael Hahn #2276

COMMANDER

*San Jose Police Department
Bureau of Administration - Training Division
1302 North Fourth Street
San Jose, CA 95112*

To whom it may concern:

I am a 25 year Police veteran and command the Training Division of the San Jose Police Department.

I have seen the negative effects of stress on many colleagues over the years, and so I was happy to offer the Gamow's seminar to a group of sworn and civilian members of our department. The response was overwhelmingly positive, with so many folks indicating that we needed to offer it again, to MORE Police employees.

Since the seminar, I have personally used the techniques many times and I have spoken with many of those who attended — all report success, greater calm through tumultuous situations and less stress when faced with otherwise overwhelming workloads. I strongly recommend their course to anyone.

Lt. Michael Hahn #2276
Commander, S.J.P.D. Training Division
408.501.0946



DEPARTMENT OF THE ARMY
HEADQUARTERS, 351ST CIVIL AFFAIRS COMMAND
1776 OLD MIDDLEFIELD WAY
MOUNTAIN VIEW, CA 94043-1809

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

Dear David and Karen:

I wanted to drop you this thank you for the stress-reduction program you presented for my staff and other personnel who work in the Jones Hall United States Army Reserve Center (the "Center") in February. It's been several months since the training, and we are still feeling the positive results. I can easily identify the people who attended the course. As you know, this is a high stress environment, and the training has helped decrease stress significantly. It's been a great help in accomplishing what we need to get done here.

A pleasant surprise - even those who weren't able to take the course have benefited by the improved atmosphere. Somehow, it's rubbed off; they are also experiencing greater productivity and reduced stress. 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.

We are constantly faced with challenges in this high operational environment. Currently, while we are preparing for the deployment of a substantial number of our soldiers, I feel we are better prepared to take what comes in stride and respond appropriately as needed.

On a personal level, it has helped me to put into perspective those areas that are otherwise stress inducers and deal with them in a productive, stress-reducing way. I have told several people about some of the techniques you use to view life in a way that helps the individual control life, instead of life controlling the individual.

I recommend your work highly. The staff and I thank you for bringing this training to the 351st Civil Affairs Command. Please feel free to use this letter and me as a reference.

Sincerely,

A handwritten signature in black ink, appearing to read "Charles R. Palmer Jr.", written over a horizontal line.

CHARLES R. PALMER JR.
Supervisory Staff Administrator

CF: COL (P) Altshuler, CDR, 351st CA Cmd



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David & Karen Gamow

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Course outline

*This outline is for a complete 3.5 hour training.
The course can be taught in a shorter period, but this is the
most effective length for optimal retention and participation.*

- 0:00-00:30 How stress inhibits performance**
Introduction and overview
Scientific research on stress impacts and benefits of methods offered in this session
- 00:30-1:20 Clinically-proven techniques for staying calm under pressure (Part 1)**
Hands-on, guided practice session (4 techniques)
Q & A on techniques
- 1:20-1:30 Break*
- 1:30-2:35 Cognitive skills: mastering the mind and emotions for maximum effectiveness**
Commonly held perceptions that dramatically increase negative responses,
 such as anger, fear, or stress
Becoming aware of habitual reactions that derail our effectiveness
Learning to step back: how to move into seeing the bigger picture before reaction
A 4-step process developed by a Harvard M.D. for learning how to choose
 our responses consciously, especially under high-stress conditions.
How to use these skills when facing live customer service challenges
- 2:35-2:45 Break*
- 2:45-3:20 Clinically-proven techniques for staying calm under pressure (part II)**
Guided practice session
 (two additional techniques, and full-practice, shortened version)
Detailed: cognitive and physiological benefits of each of the techniques
How to use these techniques to dial back strong emotional states and clear
 mental “static” under pressure
- 3:20-3:30 Closing**
Closing Q & A/Evaluations
- Handouts: Clinical research
 Guided breathing, relaxation, and meditation techniques (CD)
 Benefits and applications of techniques
 In the heat of battle: cognitive skills for self-mastery under pressure*



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Fee Schedule

3.5 hour seminar	\$2,400
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*Local rate for San Francisco Bay Area. For programs requiring an overnight stay, conferences, large groups, or multiple programs, please call for pricing.

Additional notes:

Recommended maximum is 35 participants.
More people can be included if needed.

Shorter program lengths are possible; pricing is the same.
3.5 to 4 hours is the recommended length.

These rates are for the training session, and not per person.
All handouts and CDs are included.

Training is best done in the morning when possible.