

Leadership Is Stress Management

Meet Our Guest



Jordan Friedman survived the largest brain tumor on record and years of near blindness. His remarkable stress-to-success story and strategies motivate audiences to reduce stress, enhance communication and teamwork, and better manage challenges. He's done this for thousands from 9/11 survivors and CEOs to NYPD officers and Federal prison inmates.

A pioneering stress management speaker, author, and educator, Jordan created the innovative Stressbusters program. It is a continuous and celebrated stress reducer for students and staff at Harvard, Johns Hopkins, the University of Missouri and other institutions.

Your Hosts



William Arruda



Susan Guarneri

Where this fits in the **1-2-3 Success!** Personal Branding Process



This teleseminar applies to the **Express** and **Exude** phases of the personal branding process.

Agenda / Topics

1. What is the relationship between personal branding and stress?
2. You are known as The Stress Coach. How have you been able to build your personal brand around the word "stress"?
3. You have a new training program called Leadership Is Stress Management. How did that come about? Why are leadership and stress management the same thing?
4. Why do you think people are so stressed?
5. What is the litmus test for all stress reduction strategies?
6. What are some effective stress control techniques?

7. What are the 5 essential leadership practices that are also key stress reduction activities?

8. How can coaches and educators use your concepts and tools, such as Dot Calm and Stressbusters, in their work?

Links

<http://www.thestresscoach.com> – Information about Jordan Friedman and his stress coaching practice and books.

<http://www.dotcalm.me> – Access resources such as Dot Calm Stress Monitors and Relaxation on Demand, for ongoing stress management.

<http://twitter.com/thestresscoach> – Jordan invites you to follow him on Twitter.

Special Offer

For all call participants: 20% off code for his popular Dot Calm stick-on stress monitors that track your stress so you can feel and work better. These stress dots and accompanying Quick Calm carry cards are fabulous training tools and conversation starters.



personal branding TV

Recordings of this and all other Reach Interviews are available at Personal Branding TV
www.personalbranding.TV