

**~ Thrive ~**  
**Don't Just Survive**

**Managing Stress & Pressure  
So You Don't Burnout**



**IPMA Eastern Region  
2015 Training & Development Forum**

**Larry Iverson, PhD**

**[www.DrLarryIverson.com](http://www.DrLarryIverson.com)**

**1-800-673-3217**

# Thrive--Don't Just Survive

## Dr. Larry Iverson

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**Since 1979, Larry has personally** coached or trained over 1,000,000 people. He has conducted seminars and workshops for professional and college level athletes, corporate executives and their personnel, universities and government agencies. Since 1999, he and his firm have trained over 22,000 people in 18 departments for the County of Los Angeles alone.



**His broad scope of work** ranges from enhancing the mental performance of over 150 Olympic level athletes to strategic planning for small companies on up to Fortune 500 leaders, to producing a PBS television program “*Strategies for Success*”, to delivering keynote presentations, and developing customized training programs.

**Dr. Iverson is a recognized authority** in the fields of Customer Partnership Strategies, Communication, Stress Management and Leadership. This expertise attracts a wide range of audiences and organizations to him and his firm.

**Larry is constantly in demand as a keynote speaker**, addressing conferences, and leading retreats. His work blends his background as a Cognitive and Behavioral Psychologist, with proven strategic business principles and practices.

**All trainings are fast-action, participation events.** Attendees are involved in the learning process through discussions, brainstorming and hands-on activities. People learn best by seeing, hearing and doing. Participants will see a demonstration of the principles and skills being applied by the trainer. They will learn why and how the processes work. They then learn what to do so they can effectively use the techniques themselves.

**You'll receive leading-edge strategies from Dr. Iverson** during your program. His goal is to help you thrive in today's competitive environment. The Institute for Advanced Development programs are designed so that you not only learn what to do and why--*you also know how to do it.*

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**Our Mission** is to empower individuals and organizations through improving attitudes and actions, which result in highly efficient and effective performance, so they may achieve worthwhile goals.

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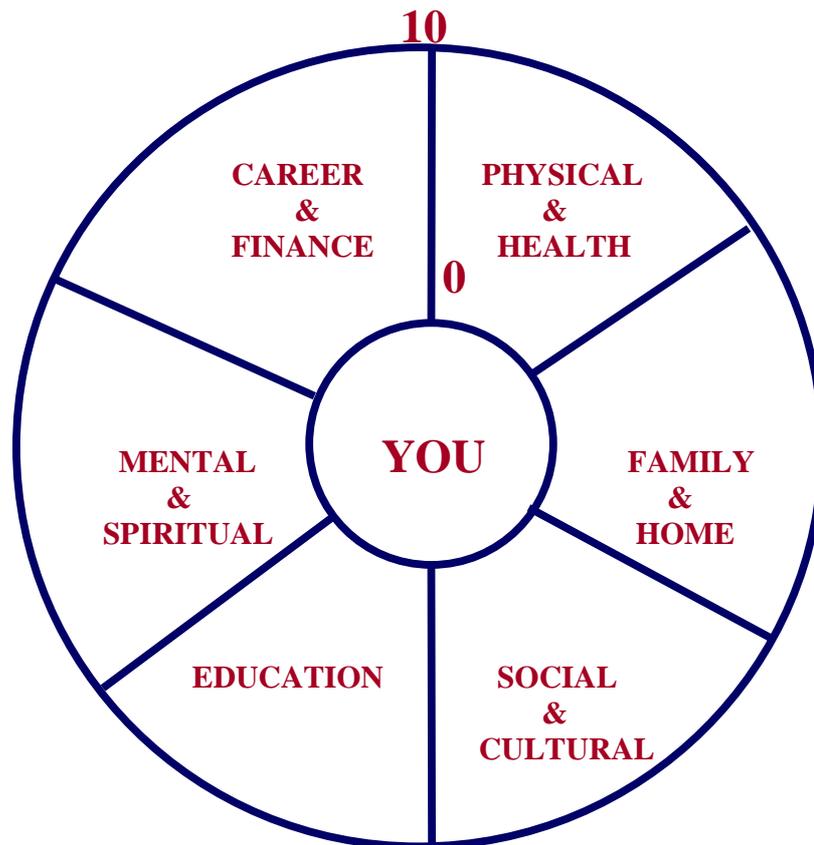
Contact The Institute for Advanced Development LLC for custom-tailored keynotes, trainings and retreats. Just go to [www.DrLarryIverson.com](http://www.DrLarryIverson.com) to see books, CD's and DVD's available now.

# Thrive – Don't Just Survive!

with Dr. Larry Iverson

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## Your Life Wheel



**“Success leaves tracks that you can follow!”**

**Napoleon Hill, Think & Grow Rich**

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## The Holmes/Rahe Life Change Index

The following list of events has been rated according to the ability to create stress for most people. Please enter the score numbers corresponding to those events that have occurred in your life during the past 12 months. Then total your score. If something has happened multiple times, **multiply the score number of that specific event, by the number of times it occurred.** (Example: Celebrate 3 major holidays—4<sup>th</sup> of July, Christmas, Thanksgiving—score of 12 x 3 = 36 total points for Holiday.)

<u>Event/Experience</u>	<u>Score</u>
Minor violation of the law.....	11 _____
Major holiday season.....	12 _____
Vacation (1 week or more).....	13 _____
Change in eating habits.....	15 _____
Change in number of family gatherings.....	15 _____
Change in sleeping habits.....	16 _____
Moderate debts & loans (under \$120,000, include. mortgage).....	17 _____
Change in social activities.....	18 _____
Change in religious activities.....	19 _____
Change in recreational habits.....	19 _____
Change in schools for close family member.....	20 _____
Change of residence or major remodeling.....	20 _____
Conflict in important relationship.....	20 _____
Trouble with boss or superiors.....	23 _____
Change in personal habits.....	24 _____
Change in quality of living conditions.....	25 _____
Starting or finishing school.....	26 _____
Mate beginning or stopping work.....	26 _____
Outstanding personal achievement.....	28 _____
Trouble with close relatives.....	29 _____
Son or daughter leaving home or marrying.....	29 _____
Change in responsibilities at work.....	29 _____
Foreclosure of mortgage or loan; bankruptcy.....	30 _____
Large debt load (over \$120,000 include. mortgage).....	31 _____
Change in number of arguments with mate.....	35 _____
Change to a different line of work.....	36 _____
Death of a close friend.....	37 _____
Change in financial status.....	38 _____
Business readjustment/reorganization.....	39 _____
New member in close family.....	39 _____
Sex difficulties.....	39 _____
Pregnancy (self or mate).....	40 _____
Change in health of close family member.....	44 _____
Retirement (self or mate).....	45 _____
Reconciliation with separated mate.....	45 _____
Lost job (laid off or fired).....	47 _____
Marriage.....	50 _____
Personal injury or serious illness.....	53 _____
Death of close family member other than mate.....	63 _____
Jail term.....	63 _____
Separation from mate.....	65 _____
Divorce.....	73 _____
Death of mate.....	100 _____
<b>TOTAL SCORE</b> _____	

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## Stress Is A Problem

Psychosocial stress in our culture has become a dangerously cumulative phenomenon, unremitting in its effects. One tragic consequence of this is that stress-related psychological and physiological disorders have become the number one social and health problem in the last decade. Stress induced disorders have long since replaced epidemics of infectious disease as the major medical problem of the post-industrial nations.

During recent years, four disorders have become especially prominent in the United States, Western Europe, and Japan. Described as the afflictions of civilization, they are cardiovascular disorders, cancer, arthritis, and respiratory diseases (including bronchitis and emphysema). These four disorders are most prevalent in the sophisticated, developed areas of the world.

from *“Mind as Healer Mind as Slayer”* by Kenneth Pelletier, PhD

## Personal Impact on Health

Standard medical textbooks used in the United States and European medical schools state that between 50-80% of all illnesses are related to psychosomatic or to stress related origins. This may include:

- Cardiovascular
- Cancers
- Strokes
- Sexual Dysfunction's
- Ulcers
- Colitis
- Asthma
- Allergies
- Hypertension
- High Blood Pressure
- Insomnia
- Headaches

*“Stress is the non-specific response of the body, to any demands made on it.”*

Hans Selye, MD

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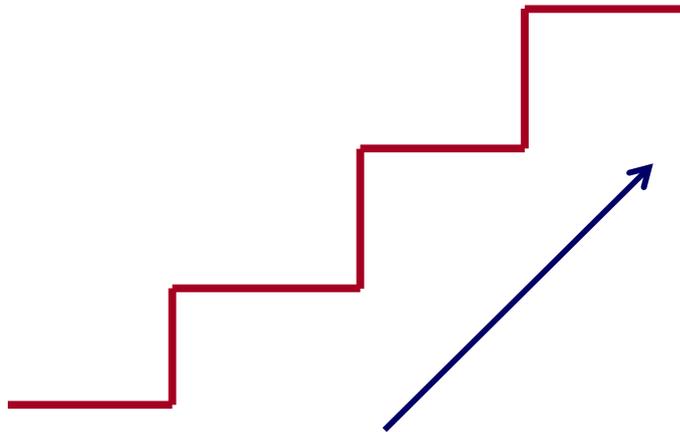
## Get A Grip

Central to managing stress, pressure and frustration is learning to \_\_\_\_\_ resourcefully, instead of just \_\_\_\_\_ to situations.

*“Choose wisely that which you are focused on,  
and are thereby perpetuating in your life.”*

Benjamin Franklin

## The Staircase Effect

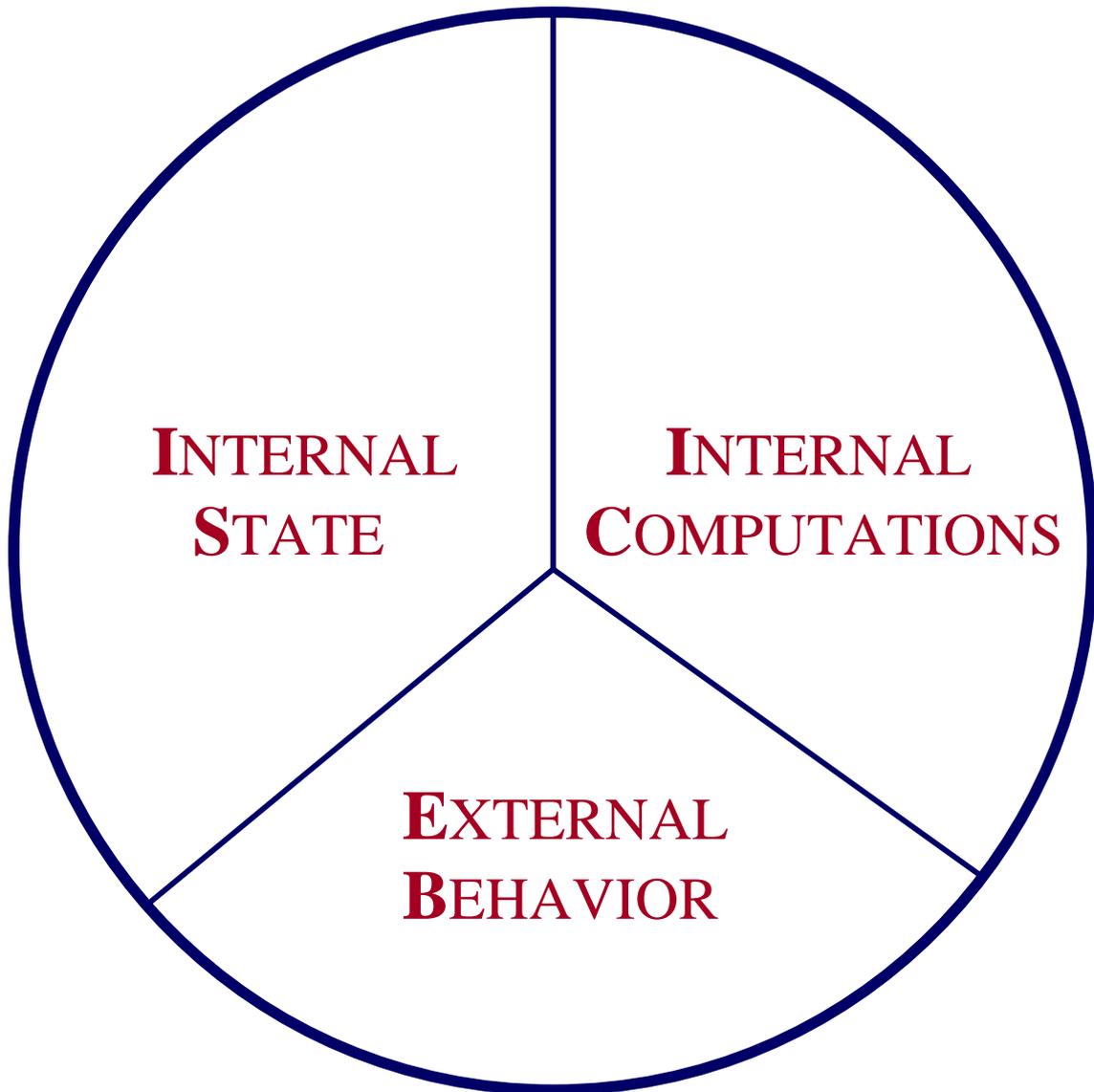


Chronic stress compounds and grows bit by bit. Proactive stress and pressure management is essential to mental and physical health. Without ongoing management of the stressors, you are at significant risk.

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*“Make the best use of what is in your power,  
and take the rest as it happens.”*

*Epictetus (55-135 AD)*

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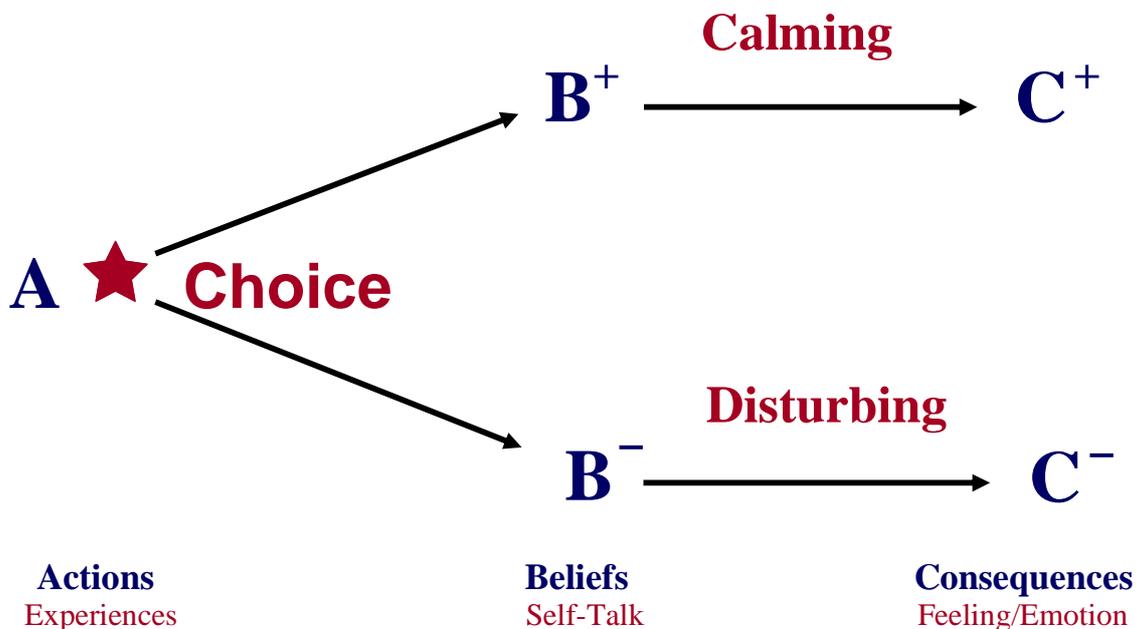
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## Focused Interaction

Your choice of focus largely determines how your interactions with others will go. Your self-control, or lack of it, makes a huge impact on the effectiveness of your interactions with others.

## The 4 Ways Emotions Are Created

1. Chemical or hormonal change in the body.
2. Damage to the brain.
3. Self-talk and mental images.
4. How you are using your physiology.



# **“Success Thoughts”**

Success Thoughts are a tip, article, quote or story to assist you in more fully living the life you want. These bits of wisdom and humor keep you focused in the right direction.

The statement, “We become what we think about most”, is 100% accurate. Your weekly Success Thought is designed to help you keep your mind focused on the positive. These will support your goal achievement, thereby exponentially increasing the success you desire.

**To Get Your Free Weekly Success Thoughts Today! >>>**  
[www.DrLarryIverson.com/SuccessThoughts](http://www.DrLarryIverson.com/SuccessThoughts)

## **Here’s a Sample of Past Success Thoughts from Dr. Larry**

**“The streets of the City of Failure are paved with alibis--some of which are absolutely perfect.”**

**Harry A. Earnshaw, Playwright**

Isn’t that the truth...?

Every one of us at one time or other makes excuses for what we did, or did not get done. We cover our tracks with alibis.

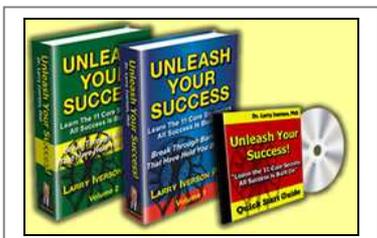
I’m sure there is very valid, justifiable reason why you gave up—right? There always is. And in truth, there is a time to quit. But how many of us have stopped just because we were tired of the struggle. It wasn’t because we’d really lost—we just got tired.

Or how many things could have been done, but the lack of knowledge gave a valid alibi, or the possibility of looking silly, or the not making the time to do it, stopped us from attaining our goal.

Don’t you know someone in your life that is really good at something? Maybe not a world champ—but really good? We all have things that are beyond our capability to do, but many things we could be great at. Think about it—is there something you excel at doing—quilting, speaking in public, tennis, running meetings, raising children, being a great friend, making money, spelling, etc.



## More From Dr. Larry Iverson



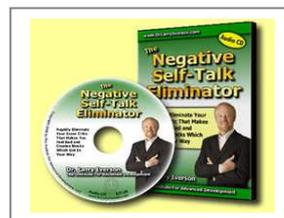
### UnLeash Your Success.....\$137

- Learn the 11 Secrets Crucial to Your Success
- Apply the Laws of Success to improve your athletic ability, financial success, relationships, more....
- Break through subconscious sabotages you may not even be aware of that block your success!

[www.UnleashYourSuccessNow.com](http://www.UnleashYourSuccessNow.com) Virtually all the highly successful have a number of behaviors and attitudes in common. This program contains the winning actions and attitudes of these achievers, that you can use to achieve great results as well!

### Negative Self-Talk Eliminator.....\$37

- Break free from negative thinking
- Discover how to rapidly trigger a positive attitude
- Learn how to overcome worry, anxiety and overwhelm



[www.NegativeSelfTalkEliminator.com](http://www.NegativeSelfTalkEliminator.com)

Eliminate the negative self-talk patterns that kill taking action, create guilt and generally discourages you. Break free from procrastination, feeling depressed, and lack of motivation. Achieve your desired goals by handling your negative internal dialogue.

### Command Presence—The 5 Core Strategies Essential to Presenting Professionally & Persuasively



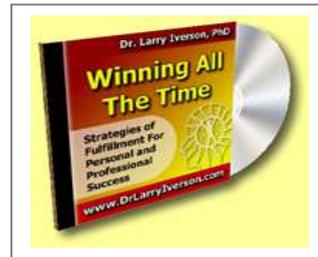
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- 117 Page Detailed Video Transcript .....
- Achieve Your Dreams Goal Workbook .....
- Quick Start Guide to Get You Going Fast!

[www.CommandPresenceTactics.com](http://www.CommandPresenceTactics.com)

This condensed four hour DVD and Audio program contains the most crucial, high-impact segments from a live two-day Command Presence program. The complete set is one-tenth the cost of Dr. Iverson's training. You receive the best of the Command Presence strategies in this amazing program. You'll learn exactly how to create acceptance, credibility and influence—whether you are one-on-one, or presenting in front of a group.

## Winning All The Time.....\$37

- Know how to blow-away fears that get in your way
- Learn how to easily decrease stress and boost your mental and physical energy so you don't burnout
- Learn the winning mental patterns of champions



[www.WinningAllTheTime.com](http://www.WinningAllTheTime.com)

Why do some people win consistently? They know proven strategies that give them focus motivation & control. What do world-class athletes, successful executives, and successful salespeople all have in common—the “Winning” strategies you’ll learn in this program!

## “Success Building CD Set Packages”

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Dr. Larry Iverson,  
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& more...

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### Leading Change!

Leadership Skills to Master Rapid Change

Featuring: Zig Ziglar, Dr. Larry Iverson, Mark Sanborn & Dr. Sheila Murray Bethel

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- Create a Change Friendly Culture
- Science of Change Management
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- Leading Psychological Research
- How to Stay Motivated

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Speed Read, Recall Names, and Learn Faster

Featuring Dr. Gary Small, Brian Tracy, and Dr. Larry Iverson

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- Learn to Walk the Time
- Speed Reading “How To” Course
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