

Reclaim control of your life

Are you suffering from chronic stress or Type A Behavior?

Type A is a term coined by San Francisco cardiologist Dr. Meyer Friedman in the 1960s to describe a set of stress-inducing thought and behavior patterns shared by many heart patients. The primary characteristics are time urgency and irritability.

Examples of time urgency:

- Feeling as if there's never enough time, even for yourself
- Frequent requests from a partner or spouse to slow down
- Walking, talking, eating, reading and driving fast—or simultaneously—due to a perceived shortage of time
- A strong distaste for waiting in line
- Driving in the fast lane or maneuvering across lanes to gain a small time advantage
- Anxiety about not having enough time or being late

Examples of irritability:

- Frequently feeling annoyed or angry
- A need to prevail, even in mild disagreements
- Taking pleasure in emotional debates; arguing "for argument's sake"
- Finding fault with others for their behavior, traits or beliefs
- Frequent irritation over everyday occurrences
- Difficulty giving or receiving affection

Type A behavior is a well-meaning attempt to meet needs shared by all human beings, but it is based on inaccurate assumptions. If those assumptions are not challenged, the behavior can lead to loss of health, relationships, professional status, quality of life, and, ultimately, life itself.

Even in normal times stress can too often become chronic and harmful. Life in the current economic climate is even more stressful. One particularly destructive pattern of modern stress is Type A behavior. Simply defined, **Type A behavior is an ineffective and destructive way of trying to cope with life that generates needless chronic stress.**

Research strongly indicates that chronic stress and Type A behavior can cause health problems including premature heart disease, hypertension and stroke, tension and migraine headaches, reduced sexual desire and functioning, damage to critical areas of the brain, gastrointestinal problems, and a weakened immune system. Chronic stress and Type A also damage important relationships and prevent us from creating and sustaining the healthy life balance that we need.

Coronary artery disease can be prevented.

In a 1972 study funded by the National Institute of Health, a research team at Mount Zion Hospital in San Francisco discovered that merely by altering the chronically stressful behaviors and thought patterns associated with Type A behavior, people who had suffered a heart attack could reduce their risk of a second attack by an astonishing 50%.

Dr. Paul Bracke, a Stanford-educated psychologist and expert on chronic stress and Type A behavior, cardiovascular disease, and cognitive-behavioral therapy, helped develop and administer that successful program. Over the past three decades, through research and a private psychotherapy practice, he has refined those principles into the Reclaim™ program: a set of educational experiences and easy-to-learn tools that help people recognize and eliminate self-induced stress and regain balance in their lives.

The Reclaim™ program: a simple solution that works.

Reclaim™ is a highly effective, evidence-based program that:

- Identifies the positive intention behind Type A behavior and the unintended harmful consequences.
- Helps participants recognize the "hidden assumptions" that drive their behavior and prove for themselves the inaccuracy of those assumptions.
- Teaches simple and concrete skills for stopping stress reactions under everyday and extreme conditions.

Participants learn to identify stress triggers as they occur, and apply techniques that transform habitual Type A reactions into calm thinking and focused attention. The result is a new sense of comfort with time, reduced irritation, better relationships at home and at work, improved performance, greater life balance and significantly reduced risk of coronary heart disease.

"As an entrepreneur and executive, the ability to keep calm and think clearly in the midst of stress and chaos is crucial. Reclaim™ has helped me bring these skills to a new level."

— Ruth M. Owades, CEO

"I'm a 57 year-old VP of Sales for a Fortune 500 company. At age 39 I suffered a heart attack. I'm fully convinced that Dr. Bracke's Reclaim™ program has played a major role in preventing another heart attack and teaching me how to manage my stress and Type A."

— Ron Belli, VP Sales

Register now. Satisfaction guaranteed or your money back.

Call (510) 287-9190 or go to <http://drbracke.com/workshops.html> to register online. If you're not 100% pleased with your results, your money will be promptly refunded. You have nothing to lose but your stress.

Evidence makes the difference

Most people who suffer from chronic stress are intelligent, analytical, successful, and self-reliant. They believe that their stress and Type A behavior are necessary components of their success and reasonable responses to the demands and challenges of their professional and personal lives. Human instinct causes us to keep doing what we believe protects and supports us, even if it costs us our health and relationships. What makes the Reclaim™ program unique is that it overcomes the resistance to change by allowing participants see for themselves the inaccuracy and ineffectiveness of their beliefs. Once they see how their behavior has hindered rather than helped their success, they are truly ready to embrace a new way of thinking, and the Reclaim™ program provides the simple, effective strategies they need.

The program is offered in a variety of formats for people with demanding schedules.

Ongoing Workshops

Twelve 90-minute group sessions (10-12 participants), twice a month in San Francisco, Oakland, and Mountain View

- Gain an understanding of why and how we create our own stress
- Learn stress-resistance skills; get individualized practice and group feedback
- Learn from other participants and support their progress
- Includes general and personalized program materials for practice between meetings

Individual Coaching

Weekly or bi-weekly private sessions with Dr. Bracke at offices in Oakland or Mountain View

- Learn the positive intention behind Type A behavior, and master stress-resistance skills
- Address individual issues and concerns
- Includes individualized program materials for practice between sessions
- May include support by phone and email, by arrangement

Intensive Workshops/Boot Camp

Half-day, all-day, or two-day workshops at selected spas or conference centers in the San Francisco Bay Area.

- Intensive training in program concepts and stress-resistance skills
- Includes individualized program materials for practice after the intensive.
- Follow-up support available through one-on-one session, phone, email or participation in an ongoing Reclaim™ seminar.

Customized programs and seminars are available for companies, professional organizations, and interested groups.

For information regarding free orientations to the Reclaim™ program please go to www.DrBracke.com. Click for details in the Reclaim™ section.

What you will learn:

1. The four key sources of stress and how to spot them in your life.
2. Your unique, personal warning signs of time pressure and anger.
3. The ten "invisible" beliefs that create a false sense of time urgency.
4. Five attempts to boost self-esteem that actually create more stress.
5. Five strategies that raise self-esteem without creating stress.
6. The "Psychic Supplements" approach to a balanced life.

How you will benefit:

1. Eliminate Self-induced Attention Deficit Disorder (SADD) and regain your ability to focus.
2. Turn a sense of time urgency into a comfortable awareness of time.
3. Transform irritation and anger into life-enhancing action.
4. Transform perfectionism into effective performance standards that satisfy you and those who count on you.
5. Turn your tough inner critic into an ally.
6. Boost your "anger-immunity" so events that used to upset you will "roll off your back."
7. Prioritize and delegate under pressure in more effective ways that get results and reduce stress.
8. Recognize and stop a stress reaction in its tracks.



As one of the leading authorities on the nature, effects and changing of Type A behavior, Dr. Bracke has provided seminars and coaching to executives at major corporations, including:

- Boston Scientific
- Sun Microsystems
- Inovant
- Calyx & Corolla
- Synopsis
- Willitts Designs International
- The Learning Company
- Visa International
- PG&E
- Visa USA

Paul Bracke, Ph.D.

6239 College Avenue, Ste. 204
Oakland, CA 94618

Phone: (510) 287-9190

201 San Antonio Circle, Ste. 200
Mountain View, CA 94040

Email: reclaim@drbracke.com