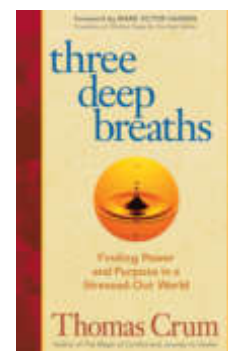


Three Deep Breaths: Finding Power and Purpose in a Stressed-out World



*I have known Tom Crum for over twenty years. He is one of the finest human beings I have ever met. **Three Deep Breaths** contains the essence of his life's work. Read this book and let Tom help change your life.*

Ken Blanchard, Ph.D, CEO, management guru and co-author of *The One Minute Manager* series

**THREE DEEP BREATHS:
Finding Power and Purpose
in a Stressed-Out World**

Thomas Crum

Berrett Koehler Publishers

ISBN 978-1-57675-389-7

Hardcover

June 2006

\$19.95

The World Health Organization has recognized stress as a worldwide epidemic.

Stress is at the root of much of our physical disease as well as our emotional dis-ease. Unmanaged stress can influence the onset of heart attacks and strokes, gastro-intestinal problems, diabetes, insomnia, headaches, and depression, to name a few. Studies show that four out of five doctor visits in the U.S. are stress related, and U.S. industries spend over 300 billion dollars a year on stress related costs.

We have become so busy that we have multi-tasked our way right out of the present moment – and out of our own health and happiness.

While the medical world continues to create and mass-market expensive and risky pharmaceuticals, and while people search aimlessly – and often unsuccessfully – to find their own life-plan to counteract the devastating effects of stress, master teacher Thomas Crum has reached the simplicity on the other side of complexity. The result is **Three Deep Breaths**, a deceptively simple and extraordinarily effective technique to combat stress and emerge as our most powerful and vital selves.

How better to teach this technique than in an entertaining story that can be read in a short sitting? Thomas Crum uses the popular parable format to tell the tale of Angus, a harried worker struggling to achieve that ever-elusive work/life balance and to break through the negative habits that lead to anger, exhaustion, and poor performance. We follow Angus as he learns to use **Three Deep Breaths** to turn conflict into opportunity, pressure into peak performance, and mundane moments into a magical ones.

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.

Meet Thomas Crum



*You are a WOW of WOW's!
I love you and your greatly
inspiring teaching tech-
niques. I am deeply appre-
ciative of your phenomenal
talent, work and mastery. I
want my entire team to take
your training.*

**Mark Victor Hansen, co-
author of the #1 New York
Times and USA Today Best
Selling Series Chicken Soup
for the Soul**

Thomas Crum Associates
www.thomascrum.com

info@thomascrum.com

**PO Box 251
Victor, NY 14564
(585) 924-7302
(585) 924-2799 (fax)**

**PO Box 7845
Aspen, CO 81612
(970) 925-7099
(970) 925-4532 (fax)**

- **Best-selling Author**

Three Deep Breaths: Finding Power and Purpose in a Stressed-Out World
(Berrett-Koehler Publishers, 2006)

Journey to Center: Lessons in Unifying body, Mind, and Spirit
(Fireside Press - Simon and Schuster, 1997)

The Magic of Conflict: Turning Your Life of Work into a Work of Art
(Touchstone Press - Simon and Schuster, 1987)

- **Featured Keynote and Plenary Speaker**

Tom is a popular keynote and plenary presenter, with appearances at many international conferences and associations including the American Society of Training and Development, Franklin Covey, Ken Blanchard Companies, Systems Thinking in Action, Global Institute for Leadership Development

- **International Workshop Presenter**

Tom has conducted for management and employees at all levels in corporations, government and non-profit organizations. Tom's major corporate clients include Amgen, Diebold, SONY, Alcan, Sandia National Labs, Intel, U.S. Government.

- **Unique Residential Programs**

Tom applies the mind/body principles of his **Magic of Conflict** and **Three Deep Breaths** models to enhance performance in work and sports and to create fulfilling relationships in all areas of our life. His in-depth residential programs are **Magic of Skiing**, **Magic of Golf**, and **Journey to Center**.

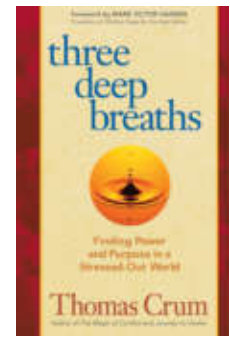
- **Peak Performance Coach**

Tom is a peak performance and life coach, working with executives, athletes, and the general public.

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.

Thomas Crum in the Media



Tom, thank you very much! Everybody loved the conference, especially the day we spent with you. The whole company is talking about it.

Michael Eisner, Chairman and CEO, The Walt Disney Company

To view clips from one of Thomas Crum's workshops, visit:
www.aikiworks.com/video

To download a podcast of one of Tom's recent interviews, visit:
www.aikiworks.com/news

You can count on a great interview with Tom Crum. He is a seasoned keynote presenter and workshop leader, and has produced many video and audio presentations of his work. With his previous best sellers, **The Magic of Conflict** and **Journey to Center**, Tom conducted scores of tv, radio, and print interviews. A sampling follows.

TV:

- CNN Newsnight (Patrick Emory, host)
- The Morning Show (Regis Philbin and Cathy Crosby)
- The Bill Boggs Show (Philadelphia)
- AM Colorado (KMGH TV Denver)
- Sun-up San Diego (KMMB TV)
- There Is A Way (LA, San Diego, Palm Springs)
- Grassroots TV (Aspen)
- Talking Books (LA)
- Kelley & Company (Detroit)
- Star Alliance (San Francisco)

RADIO:

- New Dimensions Radio (San Francisco)
- Start-up Nation (Michigan)
- The Gary Tessler Show (KOA Denver)
- KLOA (Ridgecrest, CO)
- Sun-up San Diego
- San Diego On The Air (KPBS FM)
- The Inside Edge (Southern California)
- Clark and Court Show (KFMB San Diego)
- Andrea Von Steenhouson Show (Denver)
- J.P. McCarthy Show (Detroit)

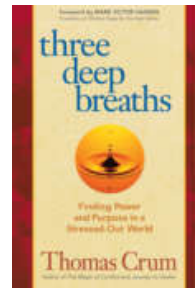
PRINT:

- Hilton Quest Magazine
- Science of Mind
- SKI
- Executive Excellence
- East-West Journal
- Entrepreneur
- Aspen – The Magazine
- Denver Post
- Mind Body and Spirit Magazine
- San Diego Tribune
- San Diego Daily Transcript
- Aspen Times
- T & D Magazine (American Society for Training and Development)

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.

Story Angles/Interview Topics



Three Deep Breaths is an incredibly unique and effective approach to dealing with stress—if used correctly, it could add years to your life. This is Thomas Crum at his best.

Stephen R. Covey, author of the bestselling *The 7 Habits of Highly Effective People* and *The 8th Habit: From Effectiveness to Greatness*

Combat the 21st Century Epidemic in Just Three Deep Breaths:

Many people turn to medicine to treat their stress. They take pills to treat their depression, hypertension, insomnia, and the other stress-related physiological and psychological symptoms. But this costs money, and concern about medical bills only adds to their stress. Worse, they are only treating their symptoms; they are not dealing with the cause of the problem.

Modern science tells us the problem with stress is in the autonomic nervous system. It is out of balance and the “fight or flight” aspect is turned on too often. The easiest and most efficient way to bring balance to our autonomic nervous system is through the breath. Through breathing, we initiate the “rest and digest” part of our system, bringing us into balance and revitalization.

But as we know, it is not just the physical effects of stress that are costing us. The **Three Deep Breaths** technique combines breathing with powerful, cognitive restructuring skills that help busy people transform tough situations into energizing and inspiring life experiences.

Mind-Body Magic

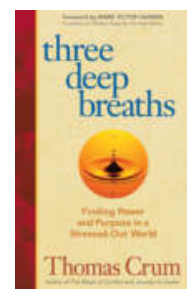
For over 30 years, Thomas Crum has been a teacher of Aikido, a graceful martial art which uses energy rather than force to resolve conflicts, and he includes principles and movements from Aikido, Tai Chi Chuan, and other mind-body arts in his presentations, creating an experiential event which adds excitement, color, and value.

Each of the three breaths is based on a specific mind-body skill packaged into its most simple and doable form. The **Three Deep Breaths** technique helps people to understand and apply the Aiki Approach – taking two seemingly opposing forces and creating a confluence of energy - to the stressful and conflicting situations in their lives.

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.

Story Angles/Interview Topics



*In today's world where there never seems to be enough time, Tom shows us that connecting to our purpose, achieving balance, and gaining power are only **Three Deep Breaths** away.*

Jacqueline Catena, VP, Management & Organizational Development, Sony Pictures Entertainment

Enlightenment in a Goal Oriented Society

Many stress reduction techniques call for a sense of detachment that is incongruent with modern society's goal-oriented approach to life. As a result, many people just keep working harder and harder, thinking that the stress will disappear when they reach a certain goal or deadline, only to find themselves deeper in stress.

The **Three Deep Breaths** technique teaches us to reduce stress without retreating into the hillside and to embrace the stress of modern day life as energy to be danced with. As we learn to integrate **Three Deep Breaths** into our lives, we will achieve the power and presence of a calm, centered state of being while remaining connected to the things that matter most to us.

Intention, Not Time

Turning stress into vitality doesn't take time, it takes intention. There are key moments that show up every day where the **Three Deep Breaths** technique can be put to work: when you fasten your seat belt, when you sit at a red light, when you are waiting in line, before a meeting, before entering your home, when the phone rings, when you boot up your computer. The **Three Deep Breaths** opportunities are endless. All it takes is a simple shift of focus and a deepening of the breath.

As you begin to do the breaths a few times each day they will become natural. The practice is simple, joyful, and energizing and all along the way you will be receiving increased clarity, focus, and creativity. You will be creating a stress-resistant lifestyle everyday.

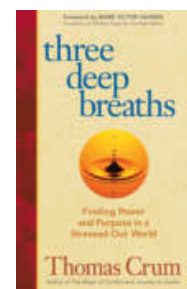
For the Established Practitioner: Don't Let the Healing End at *Namaste*

Many people have found a great stress reduction in popular pastimes such as yoga and meditation. While these practices have the power to be immensely beneficial, there are several common barriers. Many people lack the discipline needed to stay with these kinds of practices. Others have trouble relating the practice to their real life, and end up treating their yoga classes as just another event to be squeezed into their busy schedules. The **Three Deep Breaths** technique helps people learn how to integrate the benefits of their other disciplines into their daily lives in such a way that if they cannot make yoga that day, they will still have the power and presence to say *namaste* to all of life's challenges.

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.

The Three Deep Breaths Technique



*I read Tom Crum's **Three Deep Breaths** in one evening—New Years Eve! I could not put it down. The message is congruent, simple, and profoundly life changing. I personally felt the book was written for me, even after years of leadership and enlightenment study and practice. Well done, Tom.*

Greg Link, President and Co-Founder, CoveyLink Worldwide

Science has shown us that there are three “C’s” of a stress resistant immune system:

1. A sense of CONTROL over your response to life events
2. A sense of COMMITMENT to something beyond your ego (i.e., family, service, religion, or life philosophy).
3. A sense of CHALLENGE and learning opportunity when confronted with a stressor.

The **Three Deep Breaths** technique is a mind-body process which allows us to achieve the three C’s while balancing our autonomic nervous system through the breath.

Breath # 1: The Centering Breath

Breath in the present moment, with balance and energy

Breath # 2: The Possibility Breath

Breath in the “me I want to be” with power and purpose

Breath # 3: The Discovery Breath

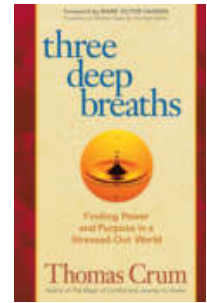
Breath in the mystery, let go of judgment

The Centering Breath gives us the calm and balance we need to respond appropriately rather than react negatively in stressful situations. The Possibility Breath reminds us of a purpose higher than our egos. And the Discovery Breath turns a stressful situation into a crucial learning opportunity.

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.

Suggested Interview Questions



Master teacher Tom Crum has crafted another gem. You will enjoy the delightful story of Angus, but more importantly will learn as he learns, grow as he grows. Tom Crum finds a way to boil down sage advice to its core, bringing hope, laughter, wisdom, and common sense to your daily life.

Lt. Col. Hal Bidlack, PhD. (ret.)

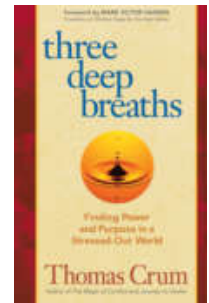
Thomas Crum is an expert resource on the role of stress, conflict, and peak performance in the workplace and at home.

- Stress is obviously a huge problem today. What actually is stress? What are its basic causes of stress?
- What is the physiological impact of stress? What is the cost of stress to the American economy?
- Is there such a thing as a stress resistant lifestyle? What would that consist of?
- Why do you say that stress can be beneficial?
- There has been a lot of mind/body research over the past decades. What does it suggest is effective in dealing with stress?
- How do our reactions to life situations and conflict cause stress in our lives?
- The advice to "take a few deep breaths" when we are stressed out or before we make a reactive decision is age old advice. What prompted you to develop a specific method for those breaths, and to write an entire book about them?
- You give each of the three breaths their own name and purpose: The Possibility Breath, The Discovery Breath, etc. Why three different breaths, and what's special about them?
- How can the average person begin employing the **Three Deep Breaths** in his or her everyday life? How often do you suggest people do this practice? Where can these practices be done? What can people expect as a result?
- You say that the **Three Deep Breaths** doesn't take time, it takes in intention. What do you mean by this?
- Your book takes a parable format. How did you decide on this approach, and why?

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.

More Interview Questions



*I have been a huge Tom Crum fan for many years. His latest book, *Three Deep Breaths*, is a wonderful and caring story about the power of centering and good choices. You will find yourself learning, breathing, feeling, and healing.*

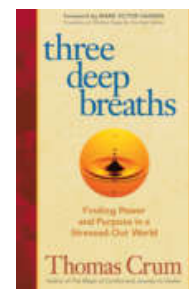
Charlie Eitel, Chairman and CEO, Simmons Bedding Company

- Do you relate to the main character, Angus? Is he based on your experiences?
- How important are breathing practices in your life? How long have you been working with them?
- You wrote *The Magic of Conflict* in 1987. Do you still look upon conflict in the same way? Why do most people look upon conflict as negative?
- Your books and workshops focus on mind/body integration including exercises from aikido, qi gong, centering and breathing practices. What are some of these practices and why are they so important?
- All of your books focus upon the idea of centering. Can you talk more about centering?
- What happens in your workshops? Do people get centered?
- You have an unconventional approach to teaching conflict resolution and stress management. How has corporate America accepted your teaching techniques over the years?
- You also use skiing and golf workshops as a forum for your work? Why?

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.

Additional Endorsements for Three Deep Breaths



Anxiety is excitement without breath.

Three Deep Breaths, page 47

In Thomas Crum's wonderful story you may discover what you felt has been missing...until now.

Dr. Spencer Johnson, author of the bestselling *Who Moved My Cheese* and *The Precious Present*

I have spent my life in the mountains. Tom's powerful little book helps get me to the top of the highest mountain of all—my own life.

Klaus Obermeyer, Founder, Sport Obermeyer, Ltd.

No matter how stressful your life is, Tom's remarkable parable will provide you with a daily practice that will leave you with new perspective, balance, and peace.

Debbie Swanson, Director, Talent and Organizational Development, Sony Electronics, Inc.

*The third book in his trilogy on conflict and stress management, **Three Deep Breaths** is a joyful and entertaining read that is of universal relevance to present day citizens on this planet. Global CEOs and entrepreneurs who face ever more intensive scrutiny and stressful choices will find the holistic tools learned therein particularly useful.*

J. Roberto Delgado, Chairman and Chief Executive, Transnational Diversified Group

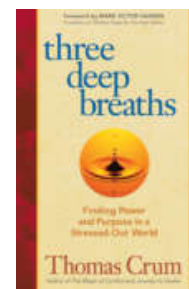
*Tom's at it again! **Three Deep Breaths** is a simple and effective reminder that finding one's center; where peak productivity, awareness, and inner peace reside, is not only a destination, but also a journey. Angus' tale is a roadmap— simple, straightforward directions to guide one's journey to center. It's a practice that brings me closer to the 'me I want to be,' and a valuable tool in my professional and personal relationships.*

Ray Hartjen, Manager, Talent and Organizational Development, Sony Electronics, Inc.

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.

Praise for Thomas Crum and His Programs



Most people are trapped in the illusion of past and future. All the while, the universe dances its beautiful dance untouched.

Three Deep Breaths, page 18

No one quite captures everyone's attention as Tom Crum does. He is the one person our team members universally ask to return. His engaging style, humor, keen intelligence, and ability to relate is remarkable. Over the years, Tom has contributed immeasurably to our performance, to our work together as a team, and, even more importantly, to our creating extraordinarily high-level results without the normally associated stress.

BJ Adams, Broker/Owner, BJ Adams and Company Real Estate

You were the hit of our Sales Meeting! Thanks so much for your insights and enthusiasm. Everyone on my team made it a point to tell me that your lessons would prove valuable not only in their jobs, but in their lives.

Steve Riley, VP, Director of Sales, Carter Products

Thank you for providing an outstanding, enlightening and very memorable experience for the Foundation. I hope you could tell from their response that you were an overwhelming success. I recall sensing something very special and interesting about your approach when I observed you at the ASTD conference.

Lynn Sargi, Human Resources Administrator, The Cleveland Foundation

Your comments were right on target, your examples and demonstrations complimented and reinforced your message, and your humor and personality were contagious and invigorating. Even those among the ranks who never have anything good to say about anything were singing your praises.

Edward D. Hendricks, CAE, American Society of Association Executives

Your keynote session on The Magic of Conflict was clearly a Conference highlight! I thank you for your outstanding contributions of time, expertise, and commitment to the world of human resources.

June Baldino Siegler, Conference Director, American Management Association 65th Annual Conference

Truly great performance of individuals, teams and organizations requires clarity of purpose and building effective relationships. Tom's work opens those doors.

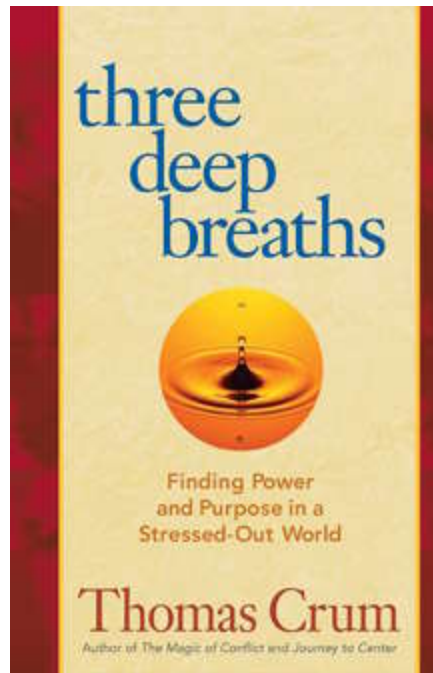
David Humphreys, CEO, Hicks Financial Solutions

You were definitely one of the top faculty members of this year. Your scores were very high in everything.

Cristy Lehner, Coordinator, Global Institute Leadership Development Conference

For more information, contact Judy Warner at (585) 924-7302 or judy@aikiworks.com.

Visit www.aikiworks.com/news to updated news and events and to download adapted podcasts and articles.



Thomas Crum Associates

PO Box 251 • Victor, NY 14564 • 585-924-7302 • Fax: 585-924-2799
 PO Box 7845 • Aspen, CO 81612 • 970-925-7099 • Fax: 970-925-4532
info@aikiworks.com • www.thomascrum.com

Sampling of Clients

Alcan — Diebold — Amgen — Sandia National Labs — SONY Pictures — SONY Entertainment — Texas Association of School Nutrition — Aspen Skiing Corporation — School for International Training — Singapore Police Dept. — Raytheon — Washington Mutual — Purina — Simmons Bedding Company — Digital Equipment Corporation — Glaxo, Inc. — Raytheon — Syva, Corp. — U.S. West Direct — U.S. Dept. of the Interior, Denver, CO — Chase Manhattan Bank — Blanchard Training and Development — Steven Covey Associates — Red Lion Inns — Compaq Computer — Bel-Air Hotel, Beverly Hills — Osco Drugs — Farley Industries — Coldwell Bankers — Aetna/ Canada — Southwest Airlines — ATT — Interface — Adolph Coors — Proctor & Gamble — Mountain Travel Symposium — General Electric — U.S. Western Management Development Center — IDS, Inc. — Wm. M. Mercer, Inc. — Association of Humanistic Psychology, Washington, DC — Colorado Institute of Conflict Resolution and Creative Leadership — American Society of Training and Development — Association for Supervision and Curriculum Development — Young Presidents' Organization — Kaiser Permanente — American Academy of Family Mediators — Nestle — National Wellness Association — Rocky Mt. Rendezvous — National Association of Fleet Administrators — American Academy of Dental Practice -- Minnesota Dental Association — Kansas City Dental Association — Holistic Resource Management Organization — Blue Cross/Blue Shield of Virginia — U.S. Government, Treasury Executive Development Institute — City of Albuquerque, New Mexico — United States Air Force Academy — National Forest Service — City of Boulder, Colorado — TI-IN Network — Unity Churches - Denver, Austin, Houston, Seattle, Sacramento, San Francisco — Church of Religious Science - Denver, San Diego, Huntington Beach — Mercy Hospital — Church of Today - Detroit, San Diego — Chevron Oil — Catapillar Corporation — Dansk Kursus Magazine, Denmark — Institute for Personnel Management, South Africa — Bank of Norway