

# *E*XPRESS YOUR COMPANY'S CARING WITH THE GIFT OF FINANCIAL EMPOWERMENT

**David Krueger, M.D.**  
**Executive Mentor Coach**  
**CEO, MentorPath**

**MAKE THIS THE YEAR THAT YOUR COMPANY  
HELPS TURN ECONOMIC FEAR  
INTO FINANCIAL CONFIDENCE  
WHERE IT MATTERS MOST:  
IN THE HEARTS OF YOUR CONSTITUENCIES.**



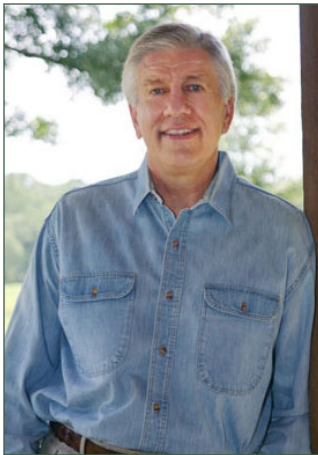
**MENTORPATH**  
MIND OVER MATTERS

A MentorPath™ Publication

# Table of Contents

<u>Treasured Customers, Priceless Gifts .....</u>	4
<u>Employee Continuing Education / Gifts / Bonuses .....</u>	5
<u>Executive Continuing Education.....</u>	6
<u>Senior Executives Strategic Planning Facilitation .....</u>	7
<u>Board Of Directors Strategic Planning Facilitation.....</u>	8
<u>Shareholder / Annual Meeting Address .....</u>	9
<u>Corporate Strategic Integration Package.....</u>	10
<u>Event Speaking.....</u>	12
<u>About David Krueger.....</u>	14

# *Empower Your Constituencies To Write Their New Money Story® And In So Doing, Create Wondrous New Lives*



David Krueger, M.D., Executive Mentor Coach and renowned Money Psychology Expert and Author offers products and services that speak volumes about your organization's commitment to and caring for its constituencies — Customers, Employees, Management Teams, Senior Executives, Shareholders, and Board Of Directors.

Dr. Krueger helps transform lives and professional performance by enhancing financial and thereby emotional well-being. He co-creates success stories with executives and professionals by synthesizing the insights of psychology, neuroscience, and quantum physics with strategic coaching. His inspirational wisdom brings richness and enjoyment to the process of changing mind software and rewiring brain hardware.

***Many of the existing methods to facilitate change are contrary to the way the mind and brain works.*** From Dr. Krueger's experiences of two decades as a Psychoanalyst, as founder and CEO of two healthcare corporations, and in the last decade as an Executive Mentor Coach, he has created the tools, methods, and principles of the strategic, successful choice architecture of change. Books, CDs, and Workbooks supplement Workshops, Seminars, and Training.

Mentor Path® is an executive coaching, training, publishing, and wellness firm. Honed by over 30 years of professional experience helping exceptional people achieve uncharted dimensions of purpose, passion, and profit, the focus is on helping professionals and executives write the next chapter of their life or business stories.

# *Treasured Customers, Priceless Gifts*

*Sweep Aside the Trillions of Words That Have Been Written  
About Engendering Customer Loyalty.  
Hand Them the Wisdom of David Krueger, M.D.*

***The Secret Language Of Money*** (hardcover book)

A Business Bestseller. Translated into 10 languages.

***Your New Money Story®: ROADMAP for Money Mastery***

Seminar Series on 5 CDs + Workbook.

Workbook can be customized with your company's name and message from the CEO.

Also deliverable as a teleseminar with downloadable Workbook and outline. Recorded for schedule discrepancies.

# *Employee Continuing Education / Gifts / Bonuses*

## *Happy Employees Are All Alike*

To paraphrase Leo Tolstoy, unhappy employees are unhappy in their own way. For many of them, their 'old' Money Story keeps them painfully pinned to financial anxiety. Whether you frame it as a Bonus, a Gift, or Continuing Education, enhance your Employees' money mastery with the expertise of David Krueger, M.D.

***The Secret Language Of Money*** [hardcover book].

A Business Bestseller. Translated into 10 languages.

***Your New Money Story®: ROADMAP for Money Mastery***

Seminar Series on 5 CDs + Workbook.

Workbook can be customized with your company's name and message from the CEO.

***Teleseminar Series: Your New Money Story®***

5 Teleseminars with Workbook. Seminars can be customized to your company and scheduled at strategic times.

# *E*xecutive Continuing Education

## *Their Eyes Are Watching You, Their Hearts Crave Leadership*

Maybe they'd never admit it, but your Management Teams really do watch you. And not just competitively. As individuals committed to their professional development, their hearts truly crave your leadership. Demonstrate your ease with cutting-edge theory by proudly presenting workshops with David Krueger M.D. to your Senior Executives.

Appropriate audiences include finance, HR, and other managers/leaders whose responsibilities include decision-making, advising or information-dispensing about money and money issues.

### ***On Site Workshops***

Half-day, one day, or two day. Intensive.

### ***Group Executive Mentor Coaching***

### ***Individual Executive Mentor Coaching***

# *Senior Executives Strategic Planning Facilitation*

*It's Not Always About What You Learned —  
or Did Not Learn — In Business School*

Cohesiveness, Momentum, Direction. Three laudable aims, yet not always achievable — for reasons that may surprise everyone involved.

***Facilitation of an Executive Team:***

- Cohesive alliance formation
- Co-create group mastery by defining and communicating goals
- Collective transformation to common purpose
- Establish a foundation of relationship and trust

Dr. Krueger has experience in facilitation of executive groups ranging from Senior Executive Teams of startup companies, to Boards of Directors, to his own CEO Netweavers Group (founding member).

Materials are customized for the group's mastery and purpose.

# *Board Of Directors Strategic Planning Facilitation*

*Since the Buck Stops Here, You Cannot Afford  
Old, Distressed Money Stories Dictating Strategic Decisions*

## ***Facilitation of a Board of Directors:***

- Cohesive alliance formation
- Co-create group mastery by defining and communicating goals
- Collective transformation to common purpose
- Establish a foundation of relationship and trust

Dr. Krueger has experience in facilitation of executive groups ranging from Senior Executive Teams of startup companies, to Boards of Directors, to his own CEO Netweavers Group (founding member).

Discreet, confidential, effective.

Materials are customized for the group's mastery and purpose.

# Shareholder / Annual Meeting Address

## *Profit or Loss, Show Them You're "In The Know"*

Today's economic climate necessitates that your company skillfully address its pressing need to retain shareholders.

The presence of David Krueger, M.D. lends much-needed credibility in sensitive or crisis times. In celebratory times, his presence is proof-positive that your company is attuned to and connected with the very best Industry Thought Leader in the psychology and neuroscience of money. With Dr. Krueger speaking to your stakeholders, you not only deliver a spot-on message, your organization's spirit emanates from a wise mind, cutting-edge intellect, and engaging persona.

***Standard Keynote Address\**** "The Secret Language of Money"

***Customized Keynote Address\**** Your company's specific challenges are skillfully addressed by Dr. Krueger.

\*Optional 'meet the author' reception and autographing session.

Materials include ***The Secret Language Of Money*** hardcover book for each attendee.

# *Corporate Strategic Integration Package*

*Strategy Becomes Destiny  
With the Skillful Guidance of Dr. David Krueger*

***The ultimate fulfillment of your company's striving  
for cohesiveness, momentum, and direction.***

So many of the methods used to facilitate change are contrary to how the mind works. Executive development and the creation of transformational change require self-knowledge and an understanding of human dynamics. Social and emotional intelligence, refined by understanding how the mind and brain work, offer invaluable contributions to effectiveness and profitability.

Companies that provide—and model—these ingredients of mastery and purpose in cohesive, inspiring environments are dramatically outperforming their competitors. Developmental psychology, neuroscience and strategic coaching combine to form a powerful system and philosophy to inform leadership and catalyze change.

Purpose, a cause greater and more enduring than each individual, is an essential aspect of corporate viability. The effectiveness and experience of mastery of each member of the corporation inform essential ingredients to greatness. Mastery—becoming better at something that matters—has the power for passion and profitability when joined by a united effort inspired by the Executive Team.

Understanding the unique culture, needs, and dynamics of a corporation begins with its Executive Team and Board of Directors. In order to discern the specific challenges and potential, and to customize a uniquely powerful strategic package, Dr. Krueger's process includes:

A meeting with the Senior Executive Team and/or Board of Directors approximately one month prior to presentations.

Facilitation with the Board of Directors (3.5 hours) to unify and direct the purpose of the organization. In select instances, this may be with the Senior Executive Team rather than with the Board of Directors.

A dinner meeting with the Senior Executives and with the Board of Directors with open discussion.

A keynote address on ***The Secret Language of Money*** to corporate members and shareholders.

A reception and book signing for ***The Secret Language of Money*** provided for each attendee.

# Event Speaking

## *Make Your Event Shine With The Luminous Wisdom Of David Krueger, M.D.*

Add authentic luminosity to your upcoming event by spotlighting Dr. Krueger.

Assuring, inspiring, genteel and wise, Dr. Krueger materially enhances your event's value to attendees.

Topics include:

- The Secret Language of Money
- Your Relationship With Money
- Money Mistakes, and Financial Fallacies (And Their Remedies)

Materials include ***The Secret Language Of Money*** hardcover book for each attendee.



**MENTORPATH**  
MIND OVER MATTERS

A MentorPath™ Publication



### ***About David Krueger, M.D.***

David Krueger, M.D. is an Executive Mentor Coach, and CEO of MentorPath®, an executive coaching, training, publishing, and wellness firm. His approach integrates the insights of psychology, neuroscience, and professional coaching to help professionals and executives write the next chapter of their life or business stories. Author of sixteen trade and professional books on success, wellness, money, and self-development, and seventy-five scientific papers, his coaching and writing focus on the art and science of success strategies: mind over matters.

McGraw Hill recently released his latest book, *The Secret Language of Money*, now a Business Bestseller translated into 10 languages. [www.TheSecretLanguageofMoney.com](http://www.TheSecretLanguageofMoney.com)

He founded and served as CEO for two healthcare corporations, co-founded a third startup that went from venture capital to merger/acquisition, and served on many public, private and nonprofit Boards of Directors. A founding member of CEO Netweavers, he is Founder and Director of his own Licensed, Specialty-Certified New Life Story® Coaches and New Life Story® Wellness Coaches, and has trained professionals worldwide. His Licensed, Specialty-Certification Program to train New Money Story® Mentors begins in the fall of 2010, and already has an international waiting list.

His book, *Success and The Fear of Success in Women*, was named to the Master's List of 100 most important professional books of the 20th Century.

### ***Clients***

Kinder Morgan, Exxon-Mobil, BMC Software, Chase Bank, Arthur Anderson Accounting, Texas Children's/ St. Luke's Hospital, University of Texas Medical School at Galveston, Ladies Professional Golf Association, SMU Graduate School of Business, Women's International Tennis Association, Texas Institute for Rehabilitation and Research, U.S. Department of Labor, US Department of Commerce, Republic of Germany, German Embassy

### ***Education***

Dr. Krueger formerly practiced and taught Psychiatry and Psychoanalysis, was Clinical Professor of Psychiatry at Baylor College of Medicine, and on Psychoanalytic Faculties in Houston and Washington D.C. He was listed in The Best Doctors in America (Woodward/White, Inc. Publishers) annually from 1996-2002. Certified by and currently Dean of Curriculum at Coach Training Alliance.

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

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

### **Contact Information:**

**David Krueger MD**

**281.397.9001**

**[dkrueger@mentorpath.com](mailto:dkrueger@mentorpath.com)**



A MentorPath™ Publication