

# *N*EW MONEY STORY<sup>®</sup> MENTOR TRAINING

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

STRATEGICALLY MENTOR  
YOUR CLIENTS  
WITH THE SCIENCE OF  
MONEY MASTERY



MENTORPATH  
MIND OVER MATTERS

A MentorPath™ Publication

## *New Money Story® Mentor Training*

A comprehensive program to License and Specialty-Certify Professionals to recognize and mentor a *New Money Story®* to master the art and science of financial empowerment.

Strategically catalyze behavioral change, rewrite mind software, and rewire brain hardware of money stories as they are interwoven with life stories.

The **New Money Story® Mentor** will be able to:

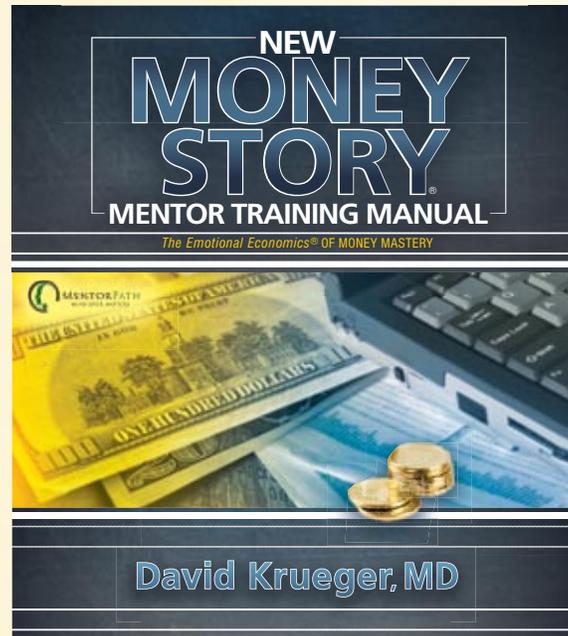
- Understand clients' relationships with money and change their money stories
- Learn the art and science of mentoring change of mind, brain, and behavior
- Overcome money mistakes and financial fallacies
- Develop success strategies and paradigms for financial empowerment
- Master states of mind to regulate access for optimum success
- Integrate successful money stories with careers of purpose and passion
- Develop a financial wellness that incorporates mind, body, and spirit
- Master the mentoring process as choice architect and hope engineer

The seminar series, Curriculum, and *Client Workbook* extend and apply *The Secret Language of Money*, Dr. Krueger's Business Bestseller translated into 10 languages.

Diplomates of this training will be licensed to use the proprietary material, co-brand the *Client Workbook*, and be included in the **New Money Story® Mentor Registry** referral network. Ongoing quarterly **Mentor Groups** provide support, updates, and collaboration.

# *New Money Story*<sup>®</sup> *Mentor Training Manual*:

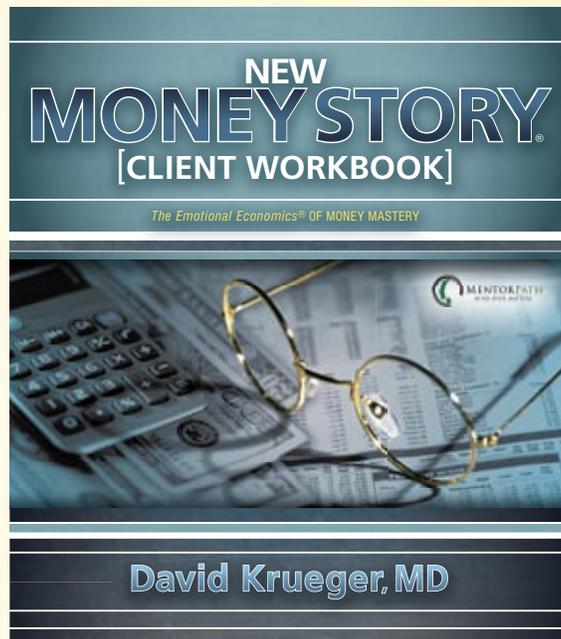
*The Emotional Economics*<sup>®</sup> *of Money Mastery*



***New Money Story*<sup>®</sup> *Mentor Training Manual*** is a master system with concrete assessment and action steps for mentoring a Money Story interwoven with life, career, relationship, and wellness stories. The *Client Workbook* is incorporated into the text of the 445 page *Mentor Training Manual*, with exercises and work tools placed to correspond with suggested use with clients.

Groundbreaking research in neuroscience, psychology, behavioral economics, and quantum physics integrate with strategic coaching to guide new approaches to mentor change for financial success. The principles in this training incorporate Dr. Krueger's research and writing in *Emotional Economics*<sup>®</sup>: the study of the interaction of mind and brain impacting money behavior and financial decisions.

# *New Money Story*® *Client Workbook*



***New Money Story*® *Client Workbook***—available separately for use with clients—is designed to guide a client through a process to examine and change a money story. This step-wise guide with 104 proprietary tools of exercises and work pages inform choices, map new possibilities, and mentor a journey of transformation. The ROADMAP system is a seven-step process to address changes of behavior, mind, and brain.

## **Training Seminars**

David Krueger MD presents twelve 75-minute seminars addressing the New Money Story® Mentor system of change, reinvention, and success. Presented in an enjoyable and accessible Teleseminar format, the seminars offer extension and application of the curriculum, case studies, and discussion among participants. The seminars are recorded in case of schedule problems.

- Access brain tools for more effective mentoring
- Address key ingredients of rapport and personal chemistry
- Learn the mind/brain recipe for optimum performance.
- Acquire mind and brain tools to develop self-awareness, mindfulness, and optimal performance
- Learn a guided master plan with strategic action steps to write the next chapters of life and money stories

# *Mentoring Money Stories*

Money is a fact—a piece of paper or set of digits. A medium of exchange for goods or services.

It is simple—yet at the same time, so complicated, because it operates in your clients' lives on so many levels that are emotional, unspoken and unconscious. Money stories contain unspoken assumptions and emotional agendas. What money means to your clients, what it says to them, and what they say with it constitute their money stories. A money story is a large part of a life story.

We learn through stories. Stories are how we understand and how we remember. A story is a system for holding together facts—a way things make sense. Defense lawyers know this. Little kids standing next to broken vases know this.

Behavioral patterns and belief systems downloaded especially from the first years of life become automatic, to operate without observation or awareness. Neuroscientists estimate that about 95% of our behaviors and core beliefs are pre-programmed in the unconscious mind, operating on autopilot. We rarely observe these behavior patterns and beliefs because they're unconscious.

Thus, clients create two stories simultaneously:

- The surface story of conscious intentions and aspirations; yet the conscious mind is a tiny processor that controls the mind and brain systems less than 5% of the time.
- An unconscious story that ghostwrites their behaviors; at times, in a different direction than conscious intention.

People are not, however, hard-wired for life. They can discover their underlying stories and rewrite them to achieve optimal financial success. This process of mind change alters their brains as well. With new experiences, new neuronal pathways and new neural networks are formed. New highways to new communities in the brain. And, some remarkable new research shows, consistent repetition of new experience even alters gene expression.

---

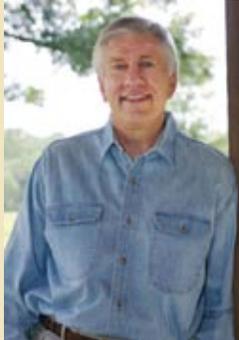
## MENTORING MONEY MINDSETS

---

When we write a new story—and change our minds—we change our brains. Beliefs drive behavior. Behavior drives performance. Changing your mind changes your brain and your life.

This unique and effective system will help you create strategies for success with your clients. Many prescriptions for change ignite discomfort with their old stories, even resolve old stories, yet fail to offer a systematic way to develop successful new stories. This series offers an effective, scientifically based system for informed mentorship of money story transformation.

# About David Krueger, M.D.



David Krueger, M.D. is an Executive Mentor Coach, and CEO of MentorPath®, 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)

# MENTORING MONEY MINDSETS



**MENTORPATH**  
MIND OVER MATTERS

A MentorPath™ Publication

**Contact Information:**  
**David Krueger M.D.**  
**281.397.9001**

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