

Dr. David Gruder's Services for Entrepreneurs & Leaders



<p>Why This is Vital to Your Success</p>	<p>Three surefire ways to fail when your enterprise should succeed are to:</p> <ol style="list-style-type: none"> 1. Do productive things in the wrong sequence; 2. Engage the right advisors, executives, implementers or funders at the wrong time; 3. Engage the right team members at the right time for the wrong scope of work <p>Superior Sequencing is your insurance policy against making costly mistakes that risk putting you out of business even before you start.</p>	<p>The greatest product, service, or cause in the world, is likely to produce inferior success/profits, or even fail, unless your:</p> <ol style="list-style-type: none"> 1. Vision, mission, & guiding principles are clear; 2. Team is excited about how they get to express meaningful portions of their life mission in fulfilling their role's true value to your enterprise's success in fulfilling its true value; 3. Integrated collaboration & accountability procedures maximize productivity. <p>Superior Culture Architecture ensures that your people succeed so your product, service or cause succeeds.</p>	<p>Never underestimate the damage that's done when you or your people:</p> <ol style="list-style-type: none"> 1. Give the wrong message; 2. Give the right message in the wrong way; 3. Give the right message in a good way to the wrong person; 4. Give the right message in a good way to the right person at the wrong time. <p>Superior Compellingness Crafting™ is your key to delivering the most positively impactful messages at the best possible time to the people who most need to get them.</p>
<p>When You Can Most Benefit From This Expertise</p>	<p>Use a <i>Sequencing Mentor</i>:</p> <ol style="list-style-type: none"> 1. When you're setting up or upgrading your overall plan for building your enterprise 2. When you have decisions to make about when to add which team members for what scope of work 3. When you need a project implemented as efficiently & cost-effectively as possible. 	<p>Use a <i>Culture Architect</i>:</p> <ol style="list-style-type: none"> 1. Before onboarding executives, implementers, or funders; 2. When forming a new project team; 3. When your team's engagement & productivity isn't at the level your enterprise requires in order to maximize its success potential; 4. When your personnel loyalty or team/customer retention levels aren't as high as you want. 	<p>Use a <i>Wordsmithing Wizard</i> whenever your success depends on crafting the most useful messages on your website, in your print material, and verbally, with:</p> <ul style="list-style-type: none"> • Advisors, executives, or implementers • Audiences (keynotes, training programs, etc) • Sales prospects or customers • Visibility providers (the media) • Potential or current funders
<p>"Assured Acceleration" Results You Can Get From Utilizing This Expertise</p>	<p>Robust sequencing plans save massive amounts of time, energy, frustration, & money, by keeping your enterprise focused on the most leveraged activities at the most opportune time with the best-suited advisors, executives, implementers, & funders.</p>	<p>Making sure your team is proficient in using robust step-by-step culture optimization procedures ensure high levels of collaboration, accountability, & happiness, and this in turn creates a team that consistently produces top quality results that skyrocket success.</p>	<p>The big overlooked key to effective meetings & presentations, boosting personnel engagement, successful sales, and delivering difficult messages in morale-building ways, is wordsmithing that gets people to "yes" faster, minimizes misunderstanding, avoids unintended harm, & maximizes positive impact.</p>
<p>How to Determine the Value This Will Provide to You (Kudos on the other side of this sheet)</p>	<p>Calculate your <i>ROS</i> (Return on Sequencing):</p> <ul style="list-style-type: none"> • The amount of time, energy, & money you stand to lose because the wrong things are done, the right things prematurely, or the right people are onboarded prematurely or for the wrong scope of work. • How much you stand to profit if you avoid these traps. 	<p>Calculate your <i>ROC</i> (Return on Climate):</p> <ul style="list-style-type: none"> • The amount of time, energy, & money you stand to lose because your people are unreliable, and/or don't collaborate well with each other. • How much you stand to profit when you've ended these problems. 	<p>Calculate your <i>ROW</i> (Return on Wordsmithing):</p> <ul style="list-style-type: none"> • The amount of time, energy, & money you stand to lose because communication is escalating conflict, or demoralizing & demotivating the people on whom you rely How much you stand to profit from superior messages that produce positive results
<p>Ways to Engage Dr. Gruder's Assistance (Big member discounts)</p>	<ol style="list-style-type: none"> 1. MacroSequencing Intensive 2. Personnel Sequencing Intensive 3. Project Implementation Sequencing Intensive 4. Implementation Mentoring Retainer 5. As-Needed Consultations 	<ol style="list-style-type: none"> 1. Vision, Mission, Guiding Principles Intensive 2. Personnel Purpose-Value Alignment Intensive 3. Integrated Collaboration & Accountability Intensive 4. Implementation Mentoring Retainer 5. As-Needed Consultations 	<ol style="list-style-type: none"> 1. Difficult Conversations & Touchy Messages 2. Attracting Best-Matched Personnel, Customers / Clients, Visibility Opportunities, or Funders 3. Wordsmithing Retainer Package 4. As-Needed Consultations
<p>What to Do Next</p>	<p>1) Give me your See Me Card or text me at 619-246-1988, + request an Engagement Form 2) Schedule an Engagement Exploration Meeting via my online scheduler at www.DrGruder.com</p>		

Kudos:

What People Get From Engaging Dr. G

"Engaging Dr. David Gruder has been the best move I've ever made in my career. I have been astounded by his scope of expertise, depth of brilliance, and his unique ability to see the gap between Success and where I was. He is brilliant in applying the psychology of sales to guide your prospects toward your shopping cart. You know Dr. David is a rare-find because I enjoy paying him out of gratitude!"

~ **Dr. Felix Liao**, Father of WholeHealth Dentistry

"David Gruder is literally a GENIUS in mental performance and business strategy. No matter what I need help with, from clarifying my message to creating a clear plan of action, he quickly and easily gives me the perfect steps to implement. And he does it in a way that leaves me inspired, confident and ready to take action. I am incredibly grateful to have David Gruder on my team!"

~ **AmondaRose Igoe**, The Speaking Goddess

"David Gruder is a genius, but more than one: he is 8-in-1. His breadth and depth on multiple subjects is unmatched: leadership, culture, program design & development, integrity, systems & process improvements, wordsmithing, and more. He quickly understood my business, and how to powerfully communicate my purpose and mission in a way that touches and moves others.

~ **Carl Loop**, CEO, Global Business Builders

"I speak from first-hand experience working with David, especially on communication - he tells you what you need to know in your language; the words and tone that you understand. The place of understanding he gets you to is life altering..."

~ **September Dohrmann**, CEO, CEO Space International

"Before spending a day with David, it had been difficult for me to understand or duplicate the special working chemistry that successful teams have. I am not only becoming a better executive due to David's insights and facilitation, but a better man."

~ **V. Tyrone Lam**, Healthcare IT Executive, Entrepreneur

"David is an amazing facilitator who tames a room full of egos and genius into a group of aligned collaborators, as Gunther Gable did with the tigers he managed."

~ **Gia Heller**, CEO, Social Media Masters & National Business Experts

"As a team leader, working with Dr. David Gruder really helped improve my leadership effectiveness. Because I'm now equipped with his 'applied integrity and collaboration' skills in areas like commitment, attention to details, and accountability, I've become able to enjoy holding myself to a higher standard, while also helping those I lead and collaborate with do the same. I highly recommend utilizing Dr. Gruder, whether you want the corporation you lead to run at a higher level of peak performance, want to significantly upgrade the quality of your work or personal relationships, or want to create sustainable happiness and fulfillment for yourself."

~ **Brian Hartley**, CEO, The Body Shield, Inc.

"With brilliant thought leadership like David's, the world will change for the better, and his work will be cited as one of the driving forces."

~ **Kate Frank**, Kate Writes Right | Copywriting & Marketing

Bio:

Dr. G's Range of Expertise & Experience

Dr. David Gruder, founder & president of Integrity Culture Systems™, earned his PhD in clinical & organizational development psychology from the California School of Professional Psychology in 1982. He is dually licensed in California as a psychologist (PSY9266) and a marriage & family therapist (MFT18889). He was trained in Master Planning (50-100 year high level strategic plans) a decade before he completed his doctorate in psychology, and has been a master curriculum designer and trainer for many decades. Known for his broad talents, unquenchable passion, and naked authenticity, his first love was music and he was expected by many to make that his career. A child of the 1950s and 1960s, his parents naively sent him to Woodstock when he was 15, and his profound experiences there have influenced his personal and professional life ever since.

Dr. Gruder is a Leader & Business Success Psychologist and a Culture Architect who makes happiness sustainable, collaboration productive, integrity profitable and society healthy. Serving leaders, executives, entrepreneurs, work teams, helping professionals, and advanced self-developers in the private, nonprofit and public sectors, he has provided keynotes, training, mentoring & consulting in 7 countries on 3 continents, and through the internet. From serving on boards of directors and as Special Counsel, to being a TEDx Speaker, to training a group of World Trade Organization Ambassadors. His big gift is the ability to translate intentions and values into step-by-step implementation procedures that enable individuals, enterprises and causes to walk their talk.

He was the first recipient of a leadership award that was named in his honor, and has also received an award for his work in creating collaborative cultures in organizations. He has authored, co-authored, been Psychology Editor for, written chapters for, and been featured in 10 books. The books he has authored have won 8 awards in "Politics & Society," "Culture Change," "Business & Leadership," "Health & Wellness," "Mental Health," "Psychology," and "Self-Help" (2 times). Named "America's Integrity Expert" by Radio & TV Reports, his media presence has included being featured in Forbes 17 times, in Inc 2 times, publishing numerous articles including in Nonprofit Performance Magazine 3 times, and formerly co-hosted the Integrity Talk Radio show. As a young man, he was also the executive editor of his college newspaper.

Since the 1970s, Dr. Gruder has held administrative, leadership and training roles in virtually sector of the human potential movement. In addition to being an acclaimed thought leader in the area of integrity, his expertise includes Ethical Power Effectiveness, Strategic Integrated Self-Development, Leader Effectiveness, High Performance Team Collaboration, Holding People Accountable Without Being a Tyrant, the Psychology of Effective Messaging & Marketing, Entrepreneur Success Psychology (including Sequencing Effectiveness), the Psychology of Successful Rainmaking With Funders, Visibility Creators & Customers, and Hyper-Polarized Perpetual Stress Society Repair.

Dr. Gruder is on the board & faculty for CEO Space International, a leading entrepreneur development organization. He is also Core Faculty with the California Institute for Human Science, Guest Faculty for the Association for Integrative Health & Medicine's Interprofessional Fellowship Program, and a Certified Elder in the ManKind Project, an international nonprofit that is creating a safer world through helping men become safer and more integrious.

What to Do Next

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