Slide 1

Mentoring the Mentor

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Slide 2

Mentor goals:

- To declare what is possible and establish a commitment to that possibility
- Address personal and professional barriers limiting the ability to serve
- Evolution of vision/mission/ethics that drive success
- Create immediate action steps to apply learning and growth
- Construct the round table of applied trophologists

Slide 3

Mentoring the mentor:

- Who are the mentors? - Practitioners
- Who are we mentoring? - Patients and GAP
- What’s the purpose? - Optimized life
- How does it work? - Whatever you learn you teach someone else (anyone else)
- Who’s is included? - Self selection, you pick yourself
Slide 4

Mentoring the mentor:
- Each participant attends monthly teleconferences (1 hour in duration, 4th Thursday of month) creating a round table discussion/exploration of the dynamics and details of a nutrition-based wholistic practice.
- Each participant chooses a colleague in his/her world to convey the notes and information – no information squandering.
- Issues/problems/questions are considered a learning process for everyone, although individual’s remain anonymous.
- All questions, comments, case studies to be directed through email to SP rep who will compile and include in next teleconference (must be submitted 10 days prior).

Slide 5

Right or Wrong -
I do the very best I know how – the very best I can, and I mean to keep doing so until the end. If the end brings me out all right, what is said against me won’t amount to anything. If the end brings me out wrong, ten angels swearing I was right would make no difference.

Abraham Lincoln

Slide 6

Roadmap to success!
- Case Management – every deliberate action that arises from awareness of the healing goal.
- Practice Management – every deliberate action that arises from the application of sustainable integrity.
- An elaborate culture is born that is daily matured to an evolution of remarkable proportion that could only be achieved by incremental contribution.
Slide 7

You know what?

- I know what I know
- I don't know what I don't know
- I don't know what you know
- I don't know what you don't know
- I have more to learn than I know
- We know more than we know that we know
- It is natural to increase our knowing
- It would be difficult to not increase our knowing

Slide 8

The mechanism -
Whatever the mind of man can conceive, It can achieve.

W. Clement Stone

Slide 9

The Law of Attraction

- Thoughts become things
- What you hold in mind creates a frequency and a field that calls forth manifestation
- Complain about how bad and it is
- Appreciate the good and so be it
- What you think, what you feel, and what you manifest is always a match
Success -
When you visualize
Then you materialize!

KIS - Keep It Simple
- There are many complex approaches
- Practice has taught me simple profound modulation that works universally
- Beware of being drawn into hard to understand, expensive to determine processes
- There is no limit to the impact of your positive intention
- The 7 Pillars of Health are simple universal mammal principals that will work year after year until they change mammalian physiology

Case Management -
- All cases accepted regardless of race, color, creed, and ability to pay - welcome to the process
- 7 Pillars is just such a universal process for all people - everyone will improve their health in the process and probably heal a disease at the same time
- It is important to become familiar with the 'breaking points' - so that you may wisely help patients escape the classic pitfalls in the process:
  - 1. Healing process reactivity – Retracting
  - 2. Lack of self worth - Sabotage
  - 3. Lack of substance - Money
  - 4. Fear of the power of healing - Loss of control
  - 5. Illusion of disease/health - Deluding
  - 6. To understand that everyone is similar is to encounter the subtle uniqueness that individualizes us
Functional medicine could be characterized, therefore, as upstream medicine or back-to-basics – back to the patient’s life story, back to the processes wherein disease originates, and definitely back to the desire of healthcare practitioners to make people well, not just manage symptoms.

Edward Leyton, MD, 2005
Slide 16

7 Pillars of Healing

Genetic physiological genius

Slide 17

7 Pillars of Healing

- Endocrine/Hormonal - Depression & Depression
- Glycemic Management - Insulin/Cortisol Dysregulation
- pH Bioterrain - Net Acid Balance
- Inflammatory status - Cumulative Repair Deficit
- Immune burden - Toxicity, Infection & Infestation
- Circulatory Status - Arterial, Venous, Lymphatic Competence
- Complete Tropho-Regenerative Cycles - Uninterrupted Processes of Repair, Fortification & Synchrony

Slide 18

Success formula

Elaborate case history / interview
Nutritional assessment
Physiological competence - Calcium Cuff test, Ragland's, pH, Kinesiology, etc. (The 7 Pillars)
Each visit includes the 6 I's of success
- 6-9 months of monthly visits and nutrient supplementation
- Declare, Document, Review, Celebrate
- Therapeutic rationale
- High emotional resonance - Relate and anticipate
- Write it down

Declare, Document, Review, Celebrate
Formula for Success – The I’s have it
1. Introduction – be transparent and rational
2. Interview – be mutual and intimate
3. Investigate – measure and record
4. Initiate – report of findings and correlate
5. Inquiry – check for conception
6. Itinerary – scheduling and treatment plan

Every visit includes every ingredient

Introduction –
- Show your philosophy
- Share the mission
- State what you are going to do
- Enroll patient in why you are doing exam

The Story –
In the absence of the patient’s story – you’re practicing veterinary medicine!

Dr. Arthur Kleinman, Harvard Medical School
Interview -

- Make notes, remind people you care by remembering.
- Build intimacy – this is the foundation of the partnership.
- Mutuality – match the level of disclosure.
- Demonstrate comfort in the topic.

What matters -

More important than knowing what kind of disease the patient has, is knowing what kind of patient has the disease.

Investigate -

- Utilize analytical tools to measure wellness and anomalies.
- Educate as you proceed – why what is learned.
- Practice vocal anesthesia to offset test anxiety (white coat syndromes).
- Correlate major complaints/symptoms with findings.
Slide 25

**Initiate** -
- Report all the findings and correlate with symptoms
- Simply read all positive findings and explain all changes since last visit
- The therapeutic use of rationale – describe how each supplement works and its objective

Slide 26

**Inquiry** -
- Confirm understanding and comprehension
- Detect present or future problems
- Employ prevention to avoid known issues ($, vegetarian)
- Complete cure’s issue – close patient up so they are not leaving with everything hanging out

Slide 27

**Itinerary** -
- Treatment plan says how long, how often, and how much
- Identify re-evaluation along the way and introduce scope of the program/project
- Headline the immediate goals – succinct and frank
Financial Policy -

- All cases accepted regardless of ability to pay?
- Do not add financial burden to disease burden
- All charges are reviewed with the client by the doctor - frank, direct
- Utilize gradualism
- Nobody is seen for free
- Discounts: family, bulk, complex health issues
- Charity - how does it work?
- The mission is not in the lucre
- Left hand-right hand principle
Comprehensive interviewing

- When the practitioner comprehensively interviews the patient, a commitment to whole person care is silently established. Both people are in dialogue about the scope of the case and how many things must be corrected and how long it will take.
- This instills practitioner responsibility and ambition. It’s hard to hear about imbalanced health and ignore it as irrelevant.
- Maintenance care begins when the page is blank.
- If you perceive a need, you begin to craft a solution. When you try, you succeed. Success will foster confidence. Confidence in the law that you are knowingly and unknowingly applying, achieving known and unknown results.
- To inquire communicates interest and defines the scope of your care.
- Why settle for the chief complaint? This interview is the way you educate the patient—no global concepts, just immediate implications to their health and fulfillment.
Slide 34

**From Start to Finish**

1. Each significant symptomatic report gives the practitioner opportunity to explain how that is part of a functional issue that can be cared for—this builds a strategy for the case.
2. When results can be attributed to the strategy, patients will go further with you into very complex long-term journeys.
3. Each visit must refresh the strategy and re dedicate the effort to functional aims, avoid getting too focused on symptomatic challenges.
4. Accurate notes are all you have from the tangle of chronic complications—you will get lost if your notes are not elaborate—For some the journey will take years, maybe decades.

Slide 35

**Visit after Visit — The Gold Standard**

1. Patient primary concerns must be revisited and respected—if not clear and honored patient will not be open to anything additional the doctor envisions.
2. The gold standard is the comprehensive nature of a functional medicine-oriented practitioner which ensures accountability and therefore safety in the exploration—puts an anchor to the lofty expansiveness of biochemical modulation, and the possibility to continually chose or unchoose this approach.
3. Construction of the sheet from the former interview must be reviewed—empty record answers—Accurate note-taking creates doctor confidence in the future when notes may be essential to determination direction.
4. Remember each visit includes a report of findings—report the changes in the symptomatic profile and changes in examination findings—you cannot have to convince them—this does it for you.
5. Often patient will say, "I'm not sure it worked?"—turn sheet over and review the symptoms that have changed—do not be drawn into an opinion until after they have reviewed the interview—results are not about opinions—it's all about our experience of it working in our lives.

Slide 36

**Visit after visit — From start to finish**

1. There is no finish line! (Nike)
2. Continue to declare the project by reviewing the former data and noting changes—no more rejection of change in process—this will become a standard.
3. The entire family enfermer is hepatizing and constructive in the process.
4. Patients need emotional support—implies the program of change is balanced—expected to be patient, yet patient is not to be left in the unknown.
5. Each visit further amazes the patient: they receive information and how it relates to their body and the process—what they don't know is what made the change.
6. The interview keeps us focused on the whole journey instead of just the highlights of big change in the beginning.
7. All the really great miracles in healing are accomplished from the "Parthenon of health"—you must be strong to do great things—there is a deep work only begins after basic detox, repair and balancing has been realized.
Slide 37

**Easy vs. hard -**

In the beginning disease is difficult to recognize but easy to cure. In the end, disease is easy to recognize, but difficult to cure.

*Anton Mesmer* 1777

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Slide 38

**Foundational Therapies**

- Basic strategic approaches are common for all conditions – use the six pillars of health
- Prepare with strategy and handouts for typical presentations – cancer, autoimmune (MS, asthma, thyroiditis, Lupus, RA, alopecia, ALS, sclerosing cholangitis, et al), etc.

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Slide 39

**The Possibility of Normal Physiology**

- It used to be that enhancing normal physiology was a way to talk about nutritional therapy to avoid practicing medicine without a license
- That containment created a great deal of healthy evolution in nutrition
- Many people today use nutritional therapy in an allopathic way
Slide 40

Normal Physiology

- Every macro or microscopical event contributing to homeostasis
- Including normal physiology events designed to return the body to homeostasis (e.g., Acid buffering mechanisms, fever)

Slide 41

Champions of Normalcy

- Assisting everyone healthy or diseased toward homeostasis
- Helping people discover what is possible
- Completing body processes without complicating

Slide 42

Treating Normal vs. Abnormal

- Treating systems
- Treating health
- Treatment never ends
- Principles are universally relevant

- Treating symptoms
- Treating disease
- Disease is cured – treatment ends
- Approaches only apply to a few
Practice Management

- Combination of keeping focused on the desired outcome and trusting/going with the flow as stages of evolution present themselves toward the mature practice
- Having a larger vision/mission that everyone can be a part of
- Choosing structures that serve the spiritual integrity of the organization— in other words all the people are taken care of— being fierce to clarify 'built in' dysfunctionality

Beginning to understand -

Imagination is everything.
It is the preview of life’s coming attractions.

Albert Einstein

Vision

- A new possibility
- More than just a description of now
- Think big, really BIG!
- Think globally, act locally
- Confront small mindedness
- If not you, who? If not now, when?

15
Slide 46

Mission

- How am I in the vision?
- How is my business?
- How am I for you in this process?
- How it impacts me/you?

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Slide 47

Guiding Principles

- What are the 6 values I live by?
- How am I committed to operate as a person/practitioner?
- These keep us on track like street signs pointing ways to fulfilling mission.

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Slide 48

Motto

- It should inspire me when I read it, say it
- What has your life always been about?
- A universal precept to associate with
- A vision of value to stand for, serving the mission

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Dr. Stuart White  
Mentoring the Mentors  
10/26/2006

Slide 49

Evolving support materials –
What to do with an empty schedule?

Step by step -
Take the first step in faith. You don’t have to see the whole staircase. Just take the first step!

Experts
Establish yourself as an expert in nutritional information by collecting a fee for your nutritional knowledge and management, and not only charging for the supplements.

Create an education center for clients – if you are teaching something, then you know something; publish your training and studies and new techniques (like ACG certification, DACBN).
Slide 52

POSITION STATEMENT
In light of the global controversy surrounding the development of genetically altered crops/foods, as well as research findings that raise questions about their impact on the environment and the health of humans ingesting them, our office adopts the position favored by many leading scientists: that extensive unbiased study, under controlled conditions be conducted on Genetically Engineered crops/foods before they are introduced into the environment and the food supply.

In addition, we recommend that regulators require labeling of products containing transgenes. We support the consumer's freedom to choose. We recommend that the public avoid Genetically Engineered foods when ever possible until such time that genetically modified crops/foods are determined to be safe.

Slide 53

Golden vs. Platinum Rule!

Golden Rule – Do unto others what you would have them do unto you (it’s all about you, you are the frame of reference)

Platinum Rule – More valuable than golden rule – Do unto others what they would have you do unto them (it’s all about them, the other is the frame of reference)

What is another person’s language and can you translate into their words?

Slide 54

Translation

Three languages

Language of Fear

Survival, disempowered, acquisitive, seeking responsive to systems/strategies

Language of Possibility

Idealistic, ambitious, optimistic, responsive to ideas and concepts

Language of Practicality

Pragmatic, principled, bottom line, power-based responsive to procedure, documentation, accountability

 Experts have a position
Slide 55

The goal...

Most people think life is a competition – whoever has the most money when they die wins!

Slide 56

Structure of business -

- Commission paid every 2 weeks 40th of collected
- Supplement sales commission paid on the 15th of each month
- Profit sharing every quarter of left over amount after expenses
- Our office has 12 practitioners (5 fulltime) all of which 7 are shareholders, who have been associated from 4 to 20 years
- Equal sharing held in stated amount of 5% of income
- Sharing based on quarterly with 5% of profit share
- We have successfully bought out 3 shareholders in the last year all for stated reasons of death
- Annual shareholder meeting establishes the net corporate asset value, which each shareholder signs a document declaring, that this is the agreed value and that a long term value is established so that high assets will never be needed
- Biggest risk to success is failed relationships and loss of innocence - prepare for the end by building it into the beginning

Slide 57

Associates you can live with -

- Associates in your organization want you to grow and develop - be committed to their development whether it is growth or non profit
- Watch out for the shadow side, where you are subtly transferring to them what you don’t like doing
- screw up of growth agendas and helping them get out of their feet so they can be successful without you, you are secretly burned out and that is stressful on the associate
- No place in town more creative for them than with you - you must think from their perspective, treat them better than they expect and then you were treated in the beginning
- Answer questions before they are asked, show them you are thinking about them and their confidence
- Give them more information that they expect practice transparency
- Make them partners when they achieve success - equal partners
- Let them own their own files/patients - respect their autonomy
- Finally, let them create and teach, as well as learn from you - like raising a child to eventually become independent and a true associate
Prosperity Principles

- Ability to create wealth; add real value to people's lives and you will prosper
- Create products and services that increase the quality of life
- True contribution makes life richer; do not limit yourself to personal gain
- Maintain (spend less than you earn)
- Enjoy wealth; true wealth is an emotional sense of absolute abundance

Employees -

- Everyone in your organization is under your care to grow, heal and evolve
- This must exceed your own self interests; occasionally sacrifice is the price
- Start the compensation low, give lots of raises, overpay so that you create a career position
- Create bonus system that actually pays out regularly; they must have a significant stake in the success
- Use regular evaluations (every 6 months)
- Confront the issues as they arise
- Never let an employee go home congested without you addressing the concern
- Never ask them to do what you won’t – lead by example

The Big Bonus System

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Slide 61

**WOW Factors**

- Number one tool for communicating the mission
- Anytime you open the heart with a value-added experience, which exceeds the expectation, the heart is open – rapport happens
- Communication and inspiration are possible

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Slide 62

**Examples of WOW factors:**

- Listening
- Mutuality in the healing process
- Attention and time spent
- Functional medicine, foundational approaches
- The long view, whole-brain thinking
- Ongoing R&D, training and education to further the mission
- Sustainable product integrity
- Educational material and commitment
- Membership to the orthomolecular community
- Availability by phone, quick-check
- Follow-up: phone, in-person
- Report of findings, therapeutic rationale

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Slide 63

**Structure of the day**

- New patients 60 minutes, $50 consult fee
- Existing patients 30 minutes, $40 consult fee
- All patients charged a consult fee, acknowledging practitioner expertise, otherwise you are just selling supplements
- Suggest initially using nutrition as an adjunctive therapy to isolate the service time (Thursday mornings), so that distinction is made between nutrition therapy and other aspects of practice (chiro, dentistry)
- Average case requires 8-9 months of incremental transformative care leading to long-term maintenance
- Charge individually for diagnostics – lab tests, biomarkers
- Quick check as a way to encourage acute care
- Structure phone call and email times
Slide 64

Self Respect

- Your greatest asset in practice is the capacity for self respect, love, and forgiveness.
- The healer’s greatest influence is her/his own self respect.
- Anything you do that increases your self respect builds your professional identity - you will be known for this!

Slide 65

Bigger than your practice -

- When the doctor begins to not do the things that he did do that created success.
- The loss of humility and the elaboration of false confidence - results in loss of fascination with healing.
- Breaking the rules and policies.
- Early warning signs of decline - either change or sell fast.

Slide 66

Give generously
As you have received