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
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

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).
Mentoring -

▪ To name a thing is to control that thing

Aristotle

What defines success?

▪ A doctor’s practice becomes a laboratory for the realization of intention and effort
▪ It is the place wherein laws of healing and repair may be realized
▪ Some focus on numbers (money, number of visits), but everything is really a glove for a core realization of healing
▪ And what is healing but a transformative growth process (physical, mental, emotional, spiritual) that increases the potency and presence of a person
Statistics:

- There is an old saying, “Liars figure, but figures never lie.”
- Looking at the figures of our practice is a good way of learning what our practice is demonstrating.
- New patients (NP) per month can reflect the magnetic nature of the practice and also the character of risk taking in the practitioner (word of mouth referral is the reflection of this core practitioner attitude).

Statistics:

- Total visits can state how mission is being served (is a practitioner working full time or part time).
- Patient visit follow through (PVFT - number of total visits divided by number of new patients per month) expresses how the patients initiated and followed through on the care.
- It can indicate where the practitioner is on or off – for example if the total visits are 300/month and the NP are 30/month the PVFT is 10 indicating that the average new patient is following through with care 10 visits.
- Mature practices seek to extend PVFT and above 9 is considered successful – the giant practitioners realize upwards of 15.
Statistics:

- With computers we can also keep track of money billed and collected, and categorize that income to determine the average of each visit and each case, and the over time these numbers can be assessed for increase or decrease and the practitioner’s evolution can be charted.
- Statistics can be a harsh and naked view in the mirror, so reflection and interpretation must be built around the numbers to extract what is really being realized.
- These numbers are where ambition meets the road, and these numbers are the encounter where the brave practitioner looks deeply in the mirror.

Observed thought changes
Foundations

I learned this, at least, by my experiment: that if one advances confidently in the direction of his dreams, and endeavors to live the which he has imagined, he will meet with success unexpected in common hours. He will put some things behind, will pass an invisible boundary: new, universal and more liberal laws will begin to establish themselves around and within him; or the old laws be expanded, and interpreted in his favor in a more liberal sense, and he ill live with the license of a higher order of beings. In proportion as he simplifies his life, the laws of the universe will appear less complex, and the solitude will not be solitude, nor poverty poverty, nor weakness weakness. If you have built castle in the air, your work need not be lost: that is where they should be.

Now put the foundations under them.

Henry David Thoreau

Traits of success:

- Practice induces humility and practitioner awareness and with enough patient interactions/projections self awareness emerges
- There are traits of success that can be generalized, but in the end it is always the genius of the individual that outweighs any formulaic evaluation
- So these reflections become the evidence of the practitioner’s interest in growth and service – the question arises, “What is there about myself and my practice that I would not change for the sake of the patient and healing?”
- Eventually the answer emerges, “Nothing”
Napolean Hill, author of Think and Grow Rich

- In this book he lists the following character traits as steps towards riches
- Desire
- Faith
- Autosuggestion
- Specialized knowledge
- Imagination
- Organized planning
- Decision
- Persistence
- Power of mind
- Mystery of Transmutation
- Subconscious mind
- The brain – as in minds tuned to each other
- The sixth sense

Keys to successful service

- Mission
- Accountability
- Risk taking
- Application of Law
- Relatedness and compassion
- Personal growth equals practice growth
Keys to success - Mission

Serve only Mission, but what is it?
Mission must be stated, and then restated as it evolves
It must be kept in the front of awareness, so placement of mission in language, conversation, publication, and as a guiding tool can determine its potency
Many decisions become obvious when mission is defined – if practitioners are constantly having to make decisions the mission is probably under developed
Who reads the mission – in order of importance – doctor, spouse, staff, patient, public – every day
The following slides are exercises for the development of potent mission

Mission Mastery

Mission mastery is the ongoing discovery of how we express our gifts to add life enriching value to the world.
Vision, Mission, Guiding Principles

- **Vision** - a potent possibility for the future
- **Mission** - who am I inside of this new possibility?
- **Guiding principles** - how am I committed to operating now given this new possibility?

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?

Mission

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

Motto

- It should inspire me when I read it, say it.
- What has your life always been about?
- A universal precept to associate with.
- An icon of value to stand for, serving the mission.
Vision statement:
My vision is to foster and sustain the health and wholeness essential for you to live your dreams.

Mission Statement:
I create for each person a customized program that allows for the ongoing refinement of individual health. What this makes available is a vital lifestyle that causes the fulfillment of your dreams. I am compassionate, related, innovative and resourceful. I am always in training to bring you the best. I partner up with you to discover avenues that create the evolution of your health. You can rely on my business to keep people’s satisfaction as the number one priority. I go the distance to help you achieve the personal potency necessary to live your dreams.

Motto:
Strong people demonstrate human greatness

Guiding Principles:
Valuing people
Compassionate listening
Functions vs. symptoms
Long term resilient health
Touching hearts
Consistent with Ideals and Standards

The recurring theme: Purpose

- Purpose is a discovery, not a goal
- Dive beneath the surface to purpose
- Purpose is vaster than goals
- Purpose never ends or gets content
- Purpose is always higher
- Meaning comes from serving purpose
- “A life without purpose is an early death.”
  Goethe
Eternal Truth

Purpose is the most essential core of leadership. Without purpose there is no mission, vision, or reason for being!

Tom Votel

Realization - Mission Mastery

I feel most energetic and full of life when I?
List four things I will do which will further my mission?
Who are the people I can ask to help me fulfill my mission?
How is failure part of completing my mission?
Statements of intent -

Our office intends to optimize your genetic potential through personal repair and education – we are a center for whole body, whole family, whole life strategies in disease and wellness so that people are vital enough to live purpose-filled lives.

Statements of intent -

Our vision is to synchronize energies between people resulting in passionate alignment that increases human vitality, physically, mentally, emotionally, and globally. We are for the fulfillment of each unique individual’s body, mind and spirit.
Keys to successful service

- Mission
- Accountability
- Risk taking
- Application of Law
- Relatedness and compassion
- Personal growth equals practice growth

Keys to success - Accountability

- Proper case management with extensive note taking is the true measurement of outcome
- It is said that, “Manifestation is the evidence of intent”
- Symptom survey is the best ongoing statement of manifestation and documentation of change
- Statistics inside the office can be effective standards that allow practitioner and staff to achieve and raise the bar
- Most important thing in my patient interaction is the symptom survey and reviewing that each visit
- Case history key can be used in junction with case history
- The following examples can be useful
Primary Concern:
Consistent:
Month:
Headaches: Basal/Temple/Cluster/Crown/TMJ/Prostaglandin/Other:
Ears: Noise/Ring/Hiss/Pound/Plug/Pop/Ache/Drain/Itch/Loss/Dizzy/Wax:
Tongue: Thick/Coated:
Eyes: Burn/Tear/Ache/Red/Dry/Film/Itch/Blur/Floaters/Tired/Puffy/Stye:
Sinus: Dry/Drain/Plug/Post/Nose/Smell loss/Taste loss:
Nose: Sore/Face/Colds/Flu/Sneezing:
Sore Throat/Hoarseness/Runny Nose/Congestion:
Neck: Stiffness/Shoulder Tension/Chielosis:
Chest: Tension/Tight/Pressure/Heavy/Anxiety:
Shortness of Breath: Constant/Exertion/Asthma/Wheeze:
Heartburn/Indigestion/Aches/Discomfort:
Heart: Sharp Heart Pain/Palpitation/MVP/Tachy/Brady:Murmur:
Shortness of Breath: Constant/Exertion/Asthma/Wheeze:
Nausea/Dizziness:
Abdomen: Flatulence/Gas/Bloat:
Bowels: Regular/Incomplete/Sluggish/Constipation:
Rectum/Anus:
Muscles:
Vagina:
Menses:
Urination:
Sleep:
Appetite:
Energy:
Memory:
Coordinating:
Sexuality:
Slow Healing/Bruising:
Weight:
Medications:
Surgery:
Allergy:

PATIENT NAME________________________________________________
WHOLE HEALTH ASSOCIATES
1406 Vermont
Houston, Texas 77006
713/522-6336

NUTRITION SCHEDULE

DATE_________________
RE-EVALUATION DATE_________________

PRODUCT
When
Arising
Breakfast
Lunch
3 pm
Dinner
Before
Sleep
No. of
Bottles

PATIENT NAME________________________________________________
WHOLE HEALTH ASSOCIATES
1406 Vermont
Houston, Texas 77006
713/522-6336
The Story -

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

Dr. Arthur Kleinman, Harvard Medical School
NUTRITION SCHEDULE

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<th>PRODUCT</th>
<th>When Aged</th>
<th>Brkfast</th>
<th>Lunch</th>
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SPECIAL INSTRUCTIONS

*Primary Concern:***

Dr. Stuart White
Mentoring the Mentors
November 19, 2009

Standard Process
Dr. Stuart White  
Mentoring the Mentors  
November 19, 2009

NUTRITION SCHEDULE

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SPECIAL INSTRUCTIONS

Austria & Milk
Dr. Stuart White

Mentoring the Mentors

November 19, 2009

Observed thought changes
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

The Big Bonus System

<table>
<thead>
<tr>
<th></th>
<th>Office Visits</th>
<th>New patients</th>
<th>Payments</th>
<th>Bonus</th>
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<td><strong>Daily</strong></td>
<td>90 06/22/01</td>
<td>15 07/13/01</td>
<td>$22,110 09/27/04</td>
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<td><strong>Weekly</strong></td>
<td>371 11/30/03</td>
<td>40 05/06/01</td>
<td>$53,358 11/30/03</td>
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<td><strong>Monthly</strong></td>
<td>1520 10/04</td>
<td>139 05/01</td>
<td>$227,268 10/04</td>
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<td><strong>Yearly</strong></td>
<td>15289 2003</td>
<td>1194 2001</td>
<td>$2.09 Million 2003</td>
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</tbody>
</table>
Keys to successful service

- Mission
- Accountability
- Risk taking
- Application of Law
- Relatedness and compassion
- Personal growth equals practice growth

Keys to success - Risk Taking

- Playing it safe keeps the doctor small and the practice under ambitious
- The trick is to make risk taking a safe practice – on our basketball team in high school we used to have an expression no matter what happened, “Good intentions”
- Remember the intention behind the risk taking, and use the practice of rational intervention to constantly restate that
- Self respect, the greatest value in your practice, is directly proportionate to risk taking
Experience as confidence:

- Experience makes you confident and an expert
- Most doctors limit their confidence by limiting their risks, instead of accommodating that practice is risk — now how to make that risk as safe as possible, without taking the risk out of it
- We must try more, work on ourselves more, and finally become more familiar with the transformative process, so that we become versed in healing and the devices of healing
- The expert knows the terrain and is never surprised
- In general make the risks short and brief with lots of accountability at many stages of the process

Keys to successful service

- Mission
- Accountability
- Risk taking
- Application of Law
- Relatedness and compassion
- Personal growth equals practice growth
Keys to success – Law Applied
 Discover the Law behind the phenomena that you are experiencing, then teach is and celebrate daily
 When something doesn’t seem to work – study it, dismantle it and find where the Law was not understood
 Use the increased familiarity with the Law to further increase the outcomes of success
 This is the way that the seven pillars of health emerged and now guide me daily

Experience as teacher:
 33,000 individual patients over 29 years (just shy of 6 billion patients left to see to get finished)
 275,000 individual patient nutritional consultations
 Many unsure moments, making it up as I went
 Many successes that finally coalesced into confidence and understanding of the laws I was applying in my practice with people
 Law works every time, when it doesn’t there is always a reason why the law is broken
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
- Introduce the change, grade the impact, leave no stone unturned – no pillar of health untended
- The 7 Pillars of Health are simple universal mammalian principals that will work year after year until they change mammalian physiology

Normal Miracle

- Digestive Potency
- Circulatory Status
- Inflammatory Status
- Immune Burdens
- Endocrine Hormonal
- Glycemic Management
- pH Bioterrain

Standard Process
### 7 Pillars Protocols

- **Endocrine/Hormonal** – Symplex F/M, Hypothalmex, Black Currant Seed Oil
- **Glycemic Management** – Phase VII Diet, Alpha Betafood
- **pH Bioterrain** – CalciFood, Calcium Lactate, Magnesium Lactate, Green Food, Organic Minerals
- **Inflammatory status** – Eliminate food allergies, Cataplex AC
- **Immune burden** – Thymex, Sesame Seed Oil, Congaplex, Allerplex, Immuplex, Zymex, Zymex II, Multizyme, Wormwood
- **Circulatory Status** – Cardioplus, Vasculin, Cayenne, Garlic, Hawthorne, Horse Chestnut
- **Digestive Potency** – Cataplex AC, Lact Enz, Gastro Fiber, Chlorophyll, Okra Pepsin, Gastrex, Zypan, Betaine Hydrochloride, Fasting, Diet Modulation

### Getting started -

Start by doing the necessary, then the possible, and suddenly you are doing the impossible.

*Saint Francis of Assisi*
Keys to successful service

- Mission
- Accountability
- Risk taking
- Application of Law
- Relatedness and compassion
- Personal growth equals practice growth

Keys to success – Relatedness

- The engine of relatedness is compassion – to feel what another may be feeling (even if they are unaware) builds relatedness and erases judgment
- Separation is resolved and the practitioner emerges as a powerful force of transformation and partnership to the patient
- Mistakes are prevented when relatedness increases
- Relatedness includes understanding suffering, money issues, family pressures, paradigm competition, etc.
- Relate and anticipate
Keys to successful service

- Mission
- Accountability
- Risk taking
- Application of Law
- Relatedness and compassion
- Personal growth equals practice growth

Keys to success – Personal Growth

- If the practitioner is not under an acute correctional nutritional program and any time the practice is reduced in its potency.
- To live in the culture of constant biochemical refinement is the most potent way to build the practice.
- The constant interface with personal growth, the humility that ensues, and the inspiration that results from effort feeds a successful service.
- Number one question of the established patient is, “How many pills do you take?”
Personal Mastery

Personal mastery is the ongoing commitment to unfolding and authentically expressing who I am.

Paradox for Masters

People with a high level of personal mastery are acutely aware of their ignorance, their incompetence, their growth areas, and they are deeply self-confident.

Peter Senge
Character vs. Persona
What role do they play?

Persona:
- External personality to cope with life
- Thick and rigid
- Restricts new learning
- Leads from non-authentic level
- Concerned with image, safety, security, comfort, fear, winning

Character:
- Essential nature, the essence of you
- Creates value
- Promotes learning
- Transforms possibilities
- Concerned with authenticity, purpose, openness, trust, congruence, compassion

Character and persona

Character transforms ...
... persona copes

Persona
Character

Persona
Character
Jay Abraham, author of Getting Everything You can Out of All You’ve Got

- In this book he states there are only three ways to increase any business –
  - Increase the number of clients (NP)
  - Increase the average size of the sale per client
  - Increase the number of times clients return and buy again

Formula for results

- Time x intensity = results
  - Increase the time
  - Increase the intensity
  - Increase the results
Visit after visit – Start Monday
- See each patient for the issues they reveal
- Teach every patient the principles that give them potency and process in their living
- Employ the principles of the seven pillars as a way of seeing the human in the process of manifestation - Application of pillars is sequential and at the discretion of the doctor – always start with caring for the chief complaint, the pillars that relate to that issue, and the deemed physiological priority (e.g., immune)
- Take some risk - safely
- Document, then declare success
- Be accountable, create accountable measurements
- Be a practitioner who is personally developing – get on a nutritonal program!
- Change outcomes, stop disease progression, reveal the inherent healing potential by using principles and products that express The Law (the way it was made to work)
- Tune in, Turn on .. Evolve and blow them away – Empower the hypothalamus and mitochondria!

Take stock -

Most men pursue pleasure with such breathless haste they hurry past it.

Soren Kierkegaard
Give generously
As you have received