

"David Gruder's book presents us with a profound road map for...  
living a life of joy and integrity."  
—Margaret Paul, author of Inner Bonding

# The New IQ

How  
Integrity  
Intelligence  
Serves You,  
Your Relationships,  
and Our World

David Gruder, Ph.D.

**The New IQ: How Integrity Intelligence Serves You,  
Your Relationships, and Our World**

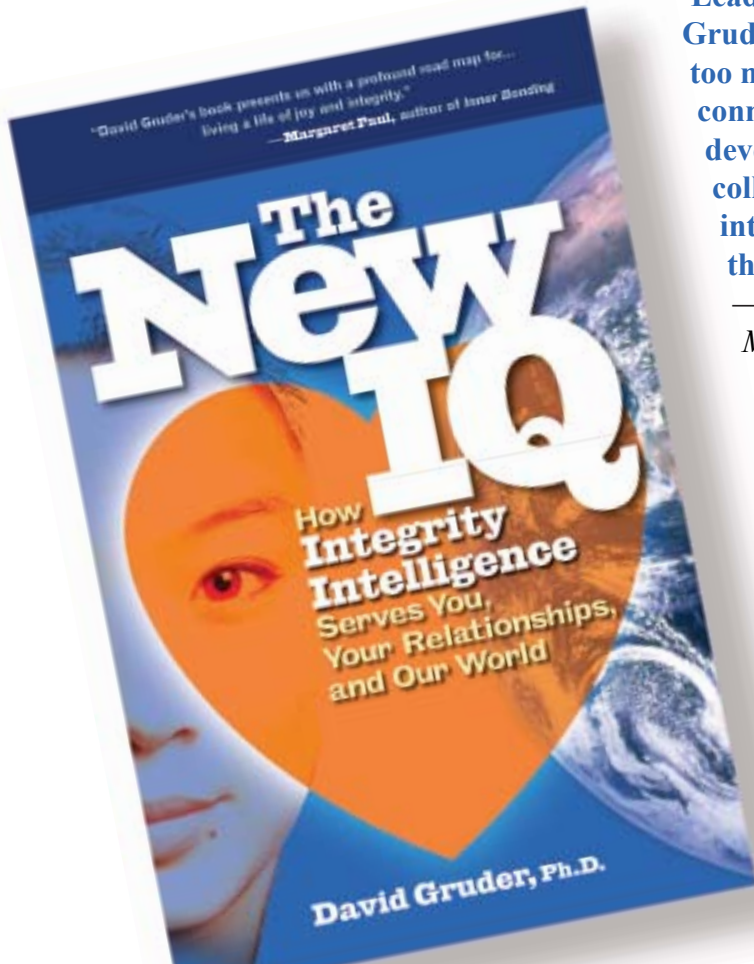
by **David Gruder, Ph.D.**

## Isn't it for an **Integrity Check-Up?**

“Leaders need an integrity check-up and Dr. David Gruder is just the man to do it. He points out that too many well-meaning leaders haven’t made the connection between their personal and relationship development and their effectiveness in the collective arena. Dr. Gruder’s simple yet powerful integrity model provides a much-needed shot in the arm.”

— **Ken Blanchard**, co-author of *The One Minute Manager*® and *Leading at a Higher Level*

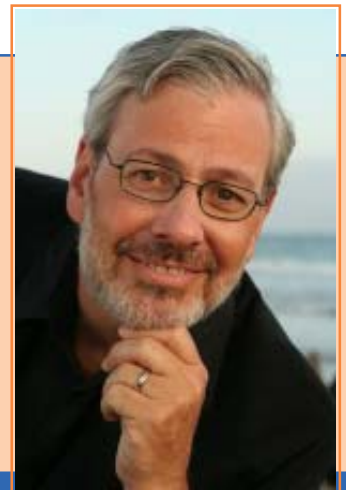
Business, politics, foreign policy, today’s global marketplace, our professional and personal relationships...from the ‘08 Presidential race to the privacy of our bedrooms and everywhere in between, one thing our society is badly in need of is a restoration of integrity. For the Enron-weary as well as those longing for a break from the latest fill-in-the-blank-gate political scandal, **The New IQ** provides a road tested primer for those desiring to embrace and once again embody the disappearing virtue of integrity. And just imagine how the world might change if this were to become a bonafide movement...



**Author David Gruder, Ph.D.**, is Executive Director of Willingness Works® in Del Mar, California, through which he lectures, trains, and consults worldwide in his specialty of Integrity Development & Enhancement. For nearly three decades, Dr. Gruder has facilitated integrity enhancement for entities ranging from American Express, to the U.C. San Diego Medical School, to instructing ambassadors and other delegates of the World Trade Organization et al. while concurrently maintaining a waiting-list private psychotherapy practice from 1980 until 2000.

In addition to producing over a dozen training manuals and 70+ CDs, his first book, *Sensible Self-Help*, won two book awards, including **Colliers 1997 Mental Health Book of the Year**.

➔ **LEARN MORE:** [www.TheNewIQ.com](http://www.TheNewIQ.com)



### **The New IQ**

How Integrity Intelligence Serves You,  
Your Relationships, and Our World

by **David Gruder, Ph.D.**

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# Isn't it for an Integrity Check-Up?

## Here's what people are saying about **The New IQ:**

“*The New IQ* is a bold, earnest and heartfelt piece of work flowing from Dr. Gruder’s own reservoir of life experiences and insight, and ultimately the yearning to serve the Highest Good. Conscious and caring, thorough and detailed in his explanations, in his probing enquiries, and suggested step-by-step-by-step introspective exercises – he offers keys to opening up that universal Pandora’s Box of hidden treasures that lie within.

— **Roshan R. Billimoria**, Former Chair of the United Nations Executive Committee of Non-Governmental Organizations

“Even though *The New IQ* is profound, it is incredibly easy to read and digest. I could barely put it down. It’s as though David’s words are awakening what we already know deep within. If we would incorporate the principles and practices spelled out in this book, I truly believe that businesses would thrive, relationships would flourish, and individuals would find healing. This book could truly revolutionize our world as we know it.

— **Constance Wells**, Senior Vice-President, Walt Disney Studios Motion Pictures

“In focusing on integrity at all levels of life, Dr. David Gruder has profoundly illuminated a core concept in human interactions. Dr. Gruder succeeds at defining integrity in a truly practical way and in providing an equally practical avenue for developing more of it. This book is a must read for leaders in any area of life, from Little League coaches to CEO’s, to use as a tool to raise the bar of personal, relationship and leadership integrity.”

— **Peter Lambrou, Ph.D.**, Vice-Chair of Psychology, Scripps Memorial Hospital La Jolla, CA; Author of *Self-Hypnosis: The complete manual for health and self-change* and *Instant Emotional Healing: Acupressure for the emotions*

Dr. David Gruder’s thought-provoking book, *The New IQ*, provides a practical roadmap for peeling back the accumulated layers of adult detritus that serve to rationalize those self-serving behaviors that can lead to corruption of our most fundamental values. Any human resources executive, in the self-chosen or thrust-upon role of being the organization’s moral compass or “canary in the coal mine” should make this a must-read, among the more standard business literature.”

— **Victoria Berger-Gross**, Senior Vice President - Human Resources, Tiffany & Co.

*The New IQ* is full of questions that invite the reader into authenticity through taking a good look at themselves, their life and relationships with themselves and those around them. It is equally full of practical and well defined exercises that will challenge, inspire and liberate all who read it.

— **Sarah Bird, C.EHP**, Certified Conflict Resolution, Mediation and Peacemaking Specialist, Ireland



This latest work by award-winning author **David Gruder, Ph.D.** delves boldly into a key ingredient so missing in our society today – **INTEGRITY**. His breakthrough primer on the topic is designed to reach across the spectrum of our world with the goal of sparking an integrity revolution!

Dr. Gruder is available for interviews, speaking engagements, workshops facilitation, etc.

➔ **LEARN MORE:** [www.TheNewIQ.com](http://www.TheNewIQ.com)

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# David Gruder, Ph.D.

Author . Integrity Analyst . Trainer . Speaker . Consultant

➔ **LEARN MORE:** [www.TheNewIQ.com](http://www.TheNewIQ.com)

## Professional Experience

Executive Director, Willingness Works® in Del Mar (San Diego area), California 1988 - present  
Lectures, trains and consults worldwide in Personal, Relationship & Leadership Integrity Development.  
[www.Willingness.com](http://www.Willingness.com)

Private psychotherapy practice, Del Mar, California 1984 - 2000  
Wait-list practice which included individual, couples, and group therapy. Also conducted scores of in-house psychoeducational workshops not only for the practice's clients but for clients of many other therapists.

**Licensure:** Dually licensed as a psychologist and as a marriage & family therapist (MFT), and is a California-approved Continuing Education provider for psychologists, marriage & family therapists, social workers, nurses and drug & alcohol counselors.

**Teaching experience:** Provided negotiation skills training to ambassadors and other delegates to the World Trade Organization through a project that was co-sponsored by South Centre in Geneva, Switzerland and Action Aid in Pakistan. Has given hundreds of lectures and workshops, from hospital Grand Rounds presentations to multiple-day workshops at international conferences to case consultations for psychotherapists to teaching classes for psychology graduate students.

**Within the specialty field of Energy Psychology:** Dr. Gruder was the Founding President of the international Association for Comprehensive Energy Psychology (ACEP), through which he is currently a primary architect of ACEP's diplomate program in Comprehensive Energy Psychology and its Energy Health Practitioner certification program. He is also an ACEP-Approved Certification Trainer and Consultant, as well as an Advisory Board member to the InnerSource Energy Psychology Interactive project.

**Clients:** Have included a wide range of business, academic and coaching organizations including IDS/American Express®, Vistage® (formerly known as The Executive Committee/TEC), the San Diego County Department of Education Management Academy, University of California San Diego Medical School, San Diego State University, Hocking College (Ohio), Wellcoaches® Corporation, and a number of family-owned businesses and entrepreneurs.

## Education

Alfred University, B.A. in Psychology with music minor, magna cum laude  
California School of Professional Psychology, M.A. in Psychology (clinical and organizational development concentration)  
California School of Professional Psychology, Ph.D. in Clinical Psychology (secondary organizational dev. concentration)

Dr. Gruder's latest book, **The New IQ: How Integrity Intelligence Serves You, Your Relationships, and Our World** (Energy Psychology Press, January '08) provides a road tested primer for those desiring to embrace and once again embody the disappearing virtue of integrity. A groundbreaking, wholly comprehensive, and timely topic for today's troubled world – especially in light of the '08 election cycle.

His first book, *Sensible Self-Help*, won two book awards, including Colliers 1997 Mental Health Book of the Year. Over the years, Dr. Gruder has also produced over 70 audios along with three e-books.



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## Sample interview questions for David Gruder, Ph.D.

### About the book: *"The New IQ How Integrity Intelligence Serves You, Your Relationships, and Our World"*

(Energy Psychology Press/Elite Books, January 2008)

- 1.) I understand you attended the infamous Woodstock gathering back in 1969. And you credit that event with forming your lifelong study of integrity -- tell us about that.
- 2.) So you believe our current problems with integrity started in the 60's?
- 3.) Your theory is that we split into three groups as a society as a result of this combination of events. What are those groups?
- 4.) Over three decades after being at Woodstock, you also were in the New York City area on that fateful day of 9/11. I understand you saw something among New Yorkers during the first week following that you had not experienced since Woodstock - what was that?
- 5.) You talk about how we are living in an age brimming with a lack of integrity the likes of which this world has never before seen, and that the dangers this presents are completely unprecedented in human history. What do you mean? Haven't people had huge integrity problems throughout history?
- 6.) Is there a predictable rhythm to our development as adults regardless of whether we are talking about personal, relationship, leadership or integrity development?
- 7.) What are the steps we repeatedly cycle through?
- 8.) How can people become better at telling the difference between total lies, partial-lies and the truth?
- 9.) You mention seven WisePassions in your book, what are those?
- 10.) Beyond selling books, what would you ideally like to see your book accomplish?
- 11.) And how do you plan to facilitate this goal?
- 12.) Do you think this goal is realistic?

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## David Gruder, Ph.D.

Psychologist . Author . Integrity Analyst



David Gruder, Ph.D. manifested his life's work at a startlingly early age.

When he was only 3, he was in the family Buick when his father slammed on the brakes to avoid a rear-end collision. David hit his head against the dashboard (pre-seat belts) and was bleeding profusely. Alarmed, his father began crying as he sped to the nearest hospital. It was then that David stopped crying himself and began to comfort his father. His father actually carried this memory for many years as it grieved him that his young son was the one doing the consoling in that early mishap.

This was followed by a key family development when David's younger brother, Ben, was misdiagnosed as schizophrenic at the age of 2 and later correctly diagnosed as autistic. His parents were rattled and distressed to the point that they were unsuccessful in following the psychologist's instructions to help him begin communicating as, at that point, he was still without any language whatsoever. It was David at age 7 who developed a way to reach young Ben who subsequently began talking within two week's time thereafter.

His father an attorney, and his mother a poet, the Gruder household was a musical one to the point that David recalls being sung to sleep vs. read bedtime stories. And so it was natural for him to gravitate to music as well as drama during his school years and the soundtrack of his youth was a varied collection of classical, jazz, and Broadway show tunes.

Even while on this creative path, David nevertheless knew before graduating high school that he wanted to become a psychologist and pursued his continuing education with focus and rigor, electing for a more rural environment at upstate New York's Alfred University. But he also minored in music, effectively taking coursework at the encouragement of his professors that more accurately mimicked a double major at the time. Still, he managed to graduate magna cum laude.

College days for David proved critical in those formative years as he was not only the Executive Director of his college newspaper, but at 19 took on the role of directing the University Crisis Intervention Center and hotline which serviced not only his fellow classmates but was made equally available to the entire county population as well. Just prior to his 21<sup>st</sup> birthday, the President of the University tapped David to take on a key administrative role in his office and was so pleased with his performance, he tried to prevail upon him to give up his plans for grad school and remain in his employ. A key lesson learned during his years at Alfred University was as a result of the college's dual emphasis on stewardship as well as passionate pursuit of one's goals. David would later synthesize these ideals into key aspects of his seven core life skills, or "WisePassions" that are necessary for personal, relationship and leadership integrity.

Declining the generous offer, David's course was set, and he enthusiastically accepted placement at his first choice grad school in San Diego, toodling in his pick-up truck to his new home on the other side of the country.

Other aspects of David's formative years impacted him deeply too: namely, the assassinations of JFK, his brother Bobby

Kennedy, and also Martin Luther King. His unlikely attendance at the legendary Woodstock gathering in 1969 (as a field trip from the summer camp for the performing arts that he attended), allowed him to see firsthand how half a million people could indeed come together and act in a mutually supportive way during that brief utopian event. The juxtaposition of the Kent State shootings a short year later further solidified his resolve to keep his professional focus as much on the responsibility of the collective (i.e. community/society-at-large) as on personal development, unlike many of his contemporaries.

Realizing he needed some real-world experience beyond academia, David opted for a two-year hiatus, electing to put grad school on hold midway through his 4-year doctoral program so as to become a hotel busboy while concurrently enrolling in an auto mechanic's class. David says of this time-out, "I needed to learn to speak everyday English, as well as use my hands for something other than playing an instrument." His father was so upset by the seemingly rash decision, he tried to convince David to see his Rabbi, but David pursued this alternate path, was promoted at the hotel, and after saving enough money, headed off for a six month backpacking journey in Europe.

When he returned, refreshed and re-energized, he finished his Ph.D. at the California School of Professional Psychology, during which time he built a thriving private practice. Concurrent with his more traditional training in the field, David also embraced holistic or "complimentary" methods, and had internships and leadership opportunities with the San Diego county school system including with their management academy.

David met and married Rebecca, another psychologist, and the two joined forces

professionally in 1988. As their practice grew to wait-list status in spite of their doing no marketing whatsoever (i.e. their entire business consisted of personal referrals), they began to examine what they were doing that was so different that it was driving this sort of demand. David felt that their workshops, couples therapy, and group therapy were apparently unique in teaching people life skills, providing not just counseling but imparting workable tools via personal education so that people were learning and growing in their personal development.

But just as certain breakthroughs were occurring, Rebecca became ill, gravely ill at one point in particular. It was determined by process of elimination that she most likely had a particularly virulent strain of MS. As David cared for her, he realized his own emotional resources were becoming rapidly depleted. Rebecca pulled out of her physical tailspin, at which time David recognized his own emotional gears were stripped and that he needed time to regroup. While dedicated to each other's welfare, the two realized the time had come to go their separate ways and they decided to divorce. David knew at that time that he had fallen out of integrity with himself in striving to make the marriage work.

He subsequently decided to stop practicing too, as the emotional depletion was being felt in his work life along with his professional life.

Circumstances occurred which led to David being twenty minutes north of Manhattan on the fateful day of September 11, 2001. Witnessing the horror firsthand and profoundly moved by what he saw in New Yorkers over the subsequent weeks; he realized that society had come somewhat full-circle following the devastation at Kent State and felt strongly that he could personally be silent no longer on this critical topic of the need for society-wide integrity. He constructed a treatise on the topic

entitled "A Declaration of Global Responsibility" in response to fanaticism and terrorism. Colleagues in Geneva, Switzerland responded to this document which opened subsequent doors for David to take his message to this region of Europe, eventually leading to his instructing some of the delegates to the World Trade Organization in collaborative negotiation skills, a negotiation strategy found to be sorely lacking in this diplomatic arena.

As a collector of various methodologies so as to have as many tools in his professional toolbox as possible, David first attended a session on the new field of "energy psychology" in the mid 90s as he'd always had one foot in the holistic/complimentary field of psychology. While initially skeptical, he employed several of the new teachings in his practice and saw remarkable results early on. With his background in training and organizational development (he had throughout his career done organizational analyses, teambuilding and business consulting), the teaching manuals were not at all what he was accustomed to and he literally rewrote them so as to more effectively delve into the material. Thereafter, he began providing this assistance to others and was approached to provide the first and only live workshop on the topic of energy psychology that was approved for continuing education credit for psychologists in the State of California. Thereafter, he was tapped in 1998 by the founder of "Healing Touch" (which has become one of the standard-of-care methods in the nursing field) to co-found and serve as the first President for the Association of Comprehensive Energy Psychology (ACEP). He accepted the position with the goal of seeing the field properly established foundationally so as to be both bonafide from a certification standpoint as well as credible in its new teachings.

*The New IQ* is the culmination of Dr. David Gruder's life work and took a little over a year to compile and write. Extolling the significance of being authentic in "3D," i.e. via personal, relationship as well as collective (group/societal) integrity, he draws from his three decades of education and practice with a wide array of groups, companies, and organizations as well as individuals in distilling his road-tested principles that have won him the early acclaim of opinion business leaders such as Ken Blanchard and Brian Tracy. His first book, *Sensible Self-Help*, won two book awards, including Colliers 1997 Mental Health Book of the Year.

Now well into his fifties, remarried, and fully committed to spreading the message of integrity authenticity, Dr. David Gruder feels passionately about his latest book and is evangelical in sharing these concepts with others. He equally believes the lack of integrity is the most significant personal, relationship, business and political problem of the 21st Century. In addition to serving as a guest speaker and workshop leader, he is also available to the media for commentary in his capacity as an Integrity Analyst and is well on his way to

achieving his personal goal: having begun life as an "old man" he's hoping to end his journey with the joy of a newborn...



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Energy Psychology Press (Elite Books, January '08)

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