

IDM RESEARCH

SCIENCE ■ PHILOSOPHY ■ THE FUTURE



Neil Roberts, Founder & CEO



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General Information.

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IDM's Companies.

Founded Path Corporation (management consulting) in 1985.
Founded IDM Research (leadership profiles and case studies) in 1991.
Founded GrowthPath Leadership (The Career Coach Industry) in 1992.
Founded HealthPath International (licensing program) in 2008.

IDM's Scale & Scope.

Initially training for a career in Consumer Product Design, Neil won the U.S. Air Force's highest award for his performance in their leadership training program and was honored to accept a leading role in the process of replacing their old air bases in Morocco with a new mobile-radar air training facility in the United States.

Returning to civilian life, he enjoyed continued success by improving the inner dynamics of business leadership. Starting with Xerox, he convinced the corporate world to trade their old 'selling' process for the *Science of*

Successful Behavior, those experiences that became the foundation for IDM's *HealthPath International* brand.

Neil and Doris discovered their interest in niche markets while finishing their post-graduate studies in Direct Response Marketing (minors in Behavioral Sciences). Accustomed to working with leaders, they created the *GrowthPath Leadership* program to foster and support individuals with the impetus to build multi-location business models.

- They compiled the more than 10,000 case studies that turned their original IDM business thesis into the *GrowthPath* program.
- They transformed *GrowthPath Leadership* into the gold-standard for leadership development and the archetype for success in a multi-location business.
- They developed and supported more than a dozen successful name-branded businesses and their associated *DecisionTree* management systems.

To IDM, success in life means improving and integrating the whole career decision-making process... *GrowthPath Leadership* is the process of bringing individual performance to its highest level. That success, nurtured by their insight and experience, can give motivated individuals the purpose and ambition to be the best in the world.

IDM's Origin and History.

(The full story continues through page 5.)

When Neil was 15 years old he met a woman named Naiah, who told him a story about an ancient civilization where a small group of revered and trusted world leaders taught the people of those early times to foster and conserve the foundations of worldly wisdom. "They were teaching the basic arts and philosophies," she said, "the Ancient Wisdom, that was intended to become the foundation of modern civilization."

"When you get older," Naiah said, "You will help change the world back to the way it was supposed to be." He was fascinated! Imagine, a training

center, where all of the world's fundamental cultures, beliefs and ideals were developed and then adopted all over the known world! It was a fascinating notion... but what sort of tragedy, he wondered, must have occurred in the world since then, to make it what it is now?

Neil didn't understand most of what Naiah said that day, but he was understandably very impressed... What he learned in that conversation seemed very exciting and very, very important... So he decided then and there to finish high school, fulfill his military service obligations, get the training he needed to become a leading Research Scientist, and put himself in the business of developing a stronger foundation for building a better world...

And so he did...

About 35 years from the day that he first talked to Naiah -- after countless consulting assignments, independent case studies and extensive research projects -- he began to understand what had happened so long ago, that made this world the confused and adversarial place that it is now... It's a long story, but he chose to tell it this way (""), so that you could begin to see the nature of the opportunity that the world's crisis now represents.

Starting From Scratch...

"Before history was recorded (as archeology and history are just recently beginning to discover), more than 200,000 years ago, 100 early leaders got together to build a training center in that part of the Middle East that is now known as Iran. In that rural setting, these early leaders went about the business of instructing the world's inhabitants to develop and enhance their rudimentary social and economic life: the basic skills that would enable them to do what would eventually become known as 'business' with others of their kind, in that center and throughout the world."

"It's important to understand that they were starting from scratch: the very beginning in every respect so far as this world was concerned. That's why the training center's leaders had decided that their work was to be based on a strategy then known as: The Gospel of Personal Initiative. This simple program became the world's first applied religious training, and it was this

same gospel of personal initiative that effectively (thousands of years later) became the basis for the world's first monotheistic religion... Judaism."

"Under that same program, business (initiative) became the first practical and understandable form of love that those simple and practical early human beings could understand well enough to work with. And it was in cooperation with this spirit of initiative that they were first taught to see neighbors in need and offer to do something for them."

"So it was that trade and industry (business) became the first human institution in this world's history to successfully foster the practice of unselfish and living love on an international scale. Wise choice wouldn't you think? How could they ever forget the value of something so simple: so spiritually powerful and important, so basic, real and do-able?"

"But forget they apparently did. The training center operated successfully for many thousands of years, but through many misunderstandings: by falling to the false and self-centered ideals of a few of the leaders of those days, the plan was discredited and the center was ultimately destroyed."

"That's why today, so many modern people continue to habitually over-indulge their baser and self-centered human natures. That's why so many people -- limited to the lifeless logic of recorded history and hopelessly confused by modern values -- find themselves powerless to foster the disciplined confidence that will enable them to find happiness in life."

"Such was the ignoble birth of greed and chronic anxiety. Before the training center was destroyed, they had planted the seeds of greed and anxiety -- and industrial greed -- in all of its complex and sophisticated forms, became the toughest challenge that the wiser and nobler leaders of modern business and industry are being asked to face to this day!"

"When false and self-centered ideals began suggesting to these guileless hearts and minds all that they could humanly gain in self-aggrandizement and wealth, they were hooked... and that's precisely how that adversarial spirit still makes our lives difficult to this day!"

“Today the majority of the people of this world suffer from the ills that are the by-products of the same false and self-centered ideals and values that were born in those ancient times and were carried forward to today...

- Scientific complexity.
- Self-centered parenting.
- Lack of the time for reflection.
- War time economics: industrial greed.
- Domination by autocratic, institutional employers.
- A pleasure mania and wealth-without-work philosophy.
- Overpopulation and the fear of imminent human decimation.”

“Can you not see the parallels: how the ideals of the past are coming home to roost now, in this generation? Can you not ‘relate’ to what happened to the former elite-elect of this world? In this generation the individuals who possess those same ultra-wise and advanced spirits know instinctively who they are and what they’ve done.”

“Have you lived a more difficult life then you thought you would? Have you had a life full of opportunities for growth that has enabled you to find great love in your heart for your fellow man?”

“If so, download our Growth & Health for a Lifetime program. We’ll wholeheartedly support your program and help you to:

1. Enjoy success.
2. Help your family enjoy success.
3. Build a better world for people like you.”

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