

David Gruber = Founder of New Generation Know-how in Branch of

- Managerial Soft Skills**
- Personal Development Skills**
- Transferable Skills**
- Information Management**
- Time Management**
- Communication Management**
- Emotion Management**
- etc.**

From time to time, a hidden treasure is detected, found and discovered.

All suggests that something new and very useful has been invented, developed, proved, became famous in the areas mentioned above.

It has been happening since the early 80s until now, hidden to the eyes and ears of the most developed English speaking world.

David Gruber, an outstanding multilateral talent and very diligent and creative thinker, was born 1955 in former Czechoslovakia. If he was born in USA or other democratic country, he would surely be a professor of a renowned university and his company, producing and selling his know-how would have a billion turnover worldwide.

However, David Gruber is lifelong a fair man. Unfortunately, he has been forced to live in unfair regime. The more fair you are in such a regime, the more suppressed you are, the more forbidden to communicate with a developed world (to write letters, to phone, to travel), the less allowed to educate oneself, to explore and research officially. The more hidden you are. Even though your know-how could be a real blessing and boon for the mankind.

However, nobody was able to forbid David Gruber to use his head, to think creatively, to search, to explore privately.

He rejected the Soviet occupation of Czechoslovakia in 1968. His father did the same. His grandfather rejected the communist putsch in Czechoslovakia in 1948.

In those dark totalitarian times, the revenge of the regime was fatal: David Gruber was banned to study any common Czechoslovak university, he was banned to travel out of the country and study abroad.

The maximum what he was allowed was to absolve a senior high school and to pass his finals, in his age of 18. At that time, he was placed in official contests between the 25 most successful people of his age in the whole country in maths and physics. What's more, at the same time, he was placed between the 20 most successful young people in knowledge and skills in native tongue (grammar, creative writing, poetry...) and foreign languages (German, Russian). He occupied a similar ranking positions in biology, chemistry, history, geography and other branches which were taught on senior high schools in former Czechoslovakia.

Then, in Summer 1974, he was banned to study any other school (university, college) officially.

However, he didn't give up. He started to study autodidactically. Like other fair people in those totalitarian times, e.g. dissidents, who studied secretly in informal groups; like priests who acquired unofficial consecrations..

As the first know-how and personal development tool, David Gruber mastered the renowned German school of effective studying and speedreading. He studied hundreds of books very carefully.

Doing it, he had his own special system of detailed remarks. He adhered at the following reading

target, at the following challenge, at the following inside psychological order to himself:

„Read or study each good educational book so properly, that, after reading over, you would be able to develop more than the existing author's know-how is. Read or study so properly that you would be able to add one more story to the author's scientific building, you would be able to write one more continuing chapter of the same or higher quality as the author did.“

Later on, after long and annoying bureaucratic struggle, David Gruber absolved two Czech colleges - the one in system sciences, managerial and leadership sciences, the other in pedagogy and psychology (1984). Simultaneously, he carried out his own research.

In 1984, he founded a world new scientific branch which brought to system a hitherto existing non-systematic cluster of managerial soft skills, personal development skills, communication skills, transferable skills, information management etc. He named the new science „mental work ways“. Later on, he renamed it on „beneopedics“.

Beneopedics is defined as a scientific discipline, dealing with knowledge, skills and habits, how to educate oneself lifelong, how to work successfully, how to live satisfactorily. More in Appendix *1

Beneopedics has all the necessary attributes of a proper science: An object, methodology, tools, classification system to categorize any entity.

In the middle of 80s, certain possibility emerged for David Gruber's academic career. He started his job as an assistant on a Technical University in Ostrava (Czech Rep.) with perspective to be an associate professor, a professor... simply an expert being step by step involved into international know-how exchange, visiting conferences and symposiums and

putting to effect his revolutionary world new know-how.

In order to start such a career, he got three conditions from his chiefs:

- To stop inventing a new know-how, to stay on average level of his colleagues (which was very low).
- To booze often with his colleagues, especially on each Friday afternoon (during working time) until the state of sizeable drunkenness.
- To become a member of the totalitarian Communist Party (which tortured and killed innocent people in this country since 1948). So, he was forced to devastate his creative talent, his character and morals totally.

Neither of these conditions was acceptable for David Gruber. He left the university and became a free lance researcher, lecturer, advisor, coach, consultant.

In the 80s, this was a very risky decision. In the whole Czechoslovakia, David Gruber emerged as the only unique person of this profession.

Maybe, a normal person from a normal country absolutely couldn't imagine, couldn't mentally accept all the totalitarian perversity in a country in the Middle Europe which was until 1948 normal and which was infected with virus of totality in the years 1948-89. The rests of the virus are still living. More about paradoxes of this time is in Appendix *2.

Free lance people were tolerated by the regime (= they were not imprisoned), however, they couldn't have a social security for illness, injury, retirement pension. In the 80s, there were very few free lance journalists, artists, singers - and only one free lance researcher and lecturer David Gruber. Nobody else in Czechoslovakia dared to work in the same way as David Gruber. (All the ambitious

Czechoslovak people were employees and vast majority of them were Communist Party members.)

So, David Gruber was forced to keep healthy and well, so as not to bring himself and his family to a bankruptcy. He was dependent only on success of his newspaper articles, training courses and coaching. (Publishing books was very complicated for fair people like David Gruber, e.g. for non-members of Communist Party. It was almost impossible.)

However, in the second half of 80s, David Gruber achieved the greatest imaginable success. He succeeded to write and moderate three educational TV series, watched by vast majority of mentally working and studying people in Czechoslovakia. The quality of his teaching, consulting and writing, the usefulness of his psychological inventions awoke enthusiasm among hundreds of thousands people.

In December 1985, he published a magazine attachment about his own developed method of speedreading and rational studying in the most read Czech magazine Mladý svět (= Young World). The success was so big that there were quarrels and even physical fights among people in front of the newspaper kiosks for the last remaining issues of the magazine.

Remark: It's important to mention, that in 1985, David Gruber didn't know any word English - so he couldn't be influenced by American schools of speedreading. (In Czechoslovakia in the 80s, there were not even translations of any American book concerning any managerial soft skill. The regime considered this literature hostile and forbidden.)

After the Velvet Revolution in 1989, the first comparison of David Gruber's know-how and other top world guru's know-how was possible at last. Since 1990, David Gruber was allowed to publish books; western authors of managerial soft skills were also translated and published in Czechoslovakia.

What a big surprise! Thousands of readers could suddenly compare. And result? Thousands independent voices of readers: David Gruber's beneopedic know-how is in many respects one generation higher than the western one.

The reason is logical. During his intensive autodidactical studies, David Gruber mastered on a college level (or a higher one) many disciplines, often distant each from other. They were: pedagogy, psychology, neurophysiology, economy, linguistic, informatics and cybernetics, mathematics, physics, history, geography, system sciences etc. Gruber's creative brain resembled a very well coordinated multidisciplinary team of researchers, with strong synergic effect. David Gruber invented fantastic tools involving exact and humanitarian disciplines. He named these tools **„psychomathematical formulas“**. **(Further PMF for short.)**

The PMF represent proper solutions of humanitarian problems and challenges (teambuilding, time management, presentation excellence, conflict resolution, speed studying, nonverbal communication, meeting management, leadership etc.), however, with a force of mathematical formulas. I. e. - one common formula applicable for many concrete cases.

Exploiting PMF, you can master managerial and other similar soft skills many times quicker than has been common in western countries so far. Exploiting PMF (there are circa 5 main and 15 auxiliary of them invented by Gruber so far), you can compose dozens and hundreds skills for hundreds various concrete situation in mental work, in management practice, in study life. The invention of PMF resembles the systematic principle of Mendeleev's periodic table of elements. In his table, you can see that all of the hundreds of elements and compounds around us have the same base - protons, electrons, neutrons. (Without regards to other, less essential elementary particles.)

Similarly, all the managerial soft skills and other personal skills mentioned above consist of a certain combination of PMFs. Especially of the main ones:

- PMF Professional Concentration
- PMF Psychical Relativity Theory
- PMF Subconscious Opposition
- PMF Recalling and Recognizing Memory
- PMF Emotion Management

(The other, auxiliary PMF could play their role as well, but they are not that essential.)

So, David Gruber made all this PMF famous. He wrote and published more than 50 books about them, many of them became bestsellers among Czech reading people. However, the English speaking world know nothing about them so far.

David Gruber led more than 900 short time training courses, prevalently with enthusiastic superlative feedback. He became lecturer and author number one in Czechoslovakia (since 1993 the Czech Republic). Because of his PMF Psychical Relativity Theory, he was compared to Einstein in newspapers. Because of his multidisciplinary, he was compared to Leonardo da Vinci by his pupils and readers several times.

The Czech readers have bought more than one million pieces of Gruber's books so far. Considering that the ratio between Czech speaking and English speaking people in the world is 1 : 200, we can estimate the market perspective for dozens of millions sold books written by David Gruber, translated into English and published in U.S.A. This is a great chance for any renowned world publishing house - not to underestimate David Gruber for his origin, to give him chance and publish his book. With all top professional advertising, marketing and PR. Don't forget: In the period 1990 - 2010, in the comparison inside Czech Republic, David Gruber beats with his books all the world aces and is unbeatably the most sold author. It couldn't be any coincidence.

Unfortunately, remainders of totalitarianism still exist in thinking of people in this country. The know-how of Gruber's courses and books is being thieved. E. g. various parasitizing lecturers or educational agencies copy the detailed skeleton of a famous Gruber's training and offer it on the educational market. In case of some companies, those parasites succeed, because their requesters, educational managers, are more interested in bribes from educational agencies than in quality, originality and legality of seminars and trainings.

Another example: One of the Gruber's biggest bestseller names „How to Study Foreign Language Effectively“. It has 16 reprints so far, it won even one world exhibition in 1992. It was pioneering work for a long time, no any similar topic was published in the Czech Rep. until 2005. But: After the book became famous, one of Gruber's pupils (former Communist Party member) wrote an average book with almost the same name „How to Study Foreign Languages Successfully“. Without any merest acknowledgement or quotation of David Gruber. Now, this parasitizing book is offered on bookshops shelves, and Gruber's bestseller misses there.

The effectiveness of law in area of intellectual property almost doesn't exist in nowadays Czech Republic. Theoretically, you can take legal action against parasites, but with very unsure perspective, extremely exhausting, with average length of a legal cause about 10 years...

Another example: From 2007 so far, David Gruber works as outside teacher on renowned University of Economy, Prague. He teaches Rhetoric for spokesmen and managers. With his PMF included, of course. The interest in the subject grew from 13 students in the first course to more than one hundred students nowadays. For the maximum amount in a classroom is 25 students, there are waiting lists for those

interested there. Students wait half a year or longer to be accepted. In students' feedback, there are more and more claims that Gruber's subject is the best at the whole university.

The dean of the faculty is satisfied. However, he has no legal possibility to send David Gruber abroad to a conference or as a hosting professor. Why? Because in teachers ranking, Gruber must stay on the lowest position - on the position of an assistant. Because he wasn't Communist Party member 25 years ago. The possibility for David Gruber to become an associate professor (and to be allowed to travel out) is there, but in the time perspective longer than 10 years...

It would be too tedious to describe all the details of nowadays post-communist situation in the Czech Rep. Some features of this situation are so absurd, that they are very difficult to believe to normal western people from free democratic countries. Read more *in Appendix *2.*

Yes, young Czech people (until 35) could now travel out and compare their qualities with other people in the world. As for older people, the situation is hopeless. The former prominent people of totalitarian era still rule the society - and they allow to travel out and assert only themselves.

People like David Gruber, people on the top of their creative vigor, people having remained fair during the totalitarianism, are professionally imprisoned inside the little country in East Europe.

If David Gruber was invited directly from a renowned western university or other similar educational or research institution, then it would work. It would bring a fortune to Gruber's host.

Appendix *1

The subject of beneopedics are single ways of mental work. E. g.

- how to manage meetings,
 - how to present effectively,
 - how to read and study in a rational way,
 - how to speak in a persuasive, convincing way,
 - time management,
 - emotion management,
 - conflict resolution,
- etc.

The classification criterion is a **personal information circulation** (cycle).

Information circulate in the life of each person in three phases: reception (input), storing and processing, exertion (output). The phases are mainly interwoven. Thus, you can incorporate each way of mental work in the classification system. More information is in David Gruber's thesis "Study Skills as a Part of Mental Work Ways", defended at Palacky University, Olomouc, 1984.

The main revolutionary tools of beneopedics are the **psychomathematical formulas (PMF)**, dealing with involving of many distant scientific disciplines. From several PMF, you can assemble dozens or hundreds concrete managerial soft skills, communication skills, study skills, personal development skills, time management skills of higher generation, etc.

Appendix *2

The profession of an independent lecturer or consultant didn't exist in Czechoslovakia until 1989. Nobody knew it. Nobody here drank coca-cola, nobody ate hamburgers, nobody knew Santa Claus or Mickey Mouse...

The citizens in shops were not respected clients but hostages of self-conceited shop assistants. The

buying citizens had to corrupt shop assistants to acquire their attention and had to corrupt them again to be allowed to pay a normal price for foodstuffs and other goods...

You had to wait many months or several years to buy a car, even though you had enough money.

Remunerations, wages, salaries were very equalized. E.g. let's describe the price of one day lecture of an educated psychologist: The worst, inexperienced and starting specialist got 11 dollars, the best renowned expert and innovator awaking enthusiasm and standing ovations of many listeners got 14 dollars. (Per a whole day of hard work, of course.) It was a matter of many years of enormous endeavor for an ambitious specialist to advance from the category "11 dollars a day" to the category "14 dollars a day". With the risk, that as the "14-dollars-expert" you can easily find your flat windows broken or your car tires stabbed by somebody from the "leading working class" who envies you your "awful wealth,"...

Of course, it was impossible to negotiate an appropriate price between any customer and supplier. Any declination from a unified state price was a crime, punished with many years in prison. Of course, it was a big crime to enterprise freely at all...

The best way to survive was to become and keep absolutely average, not to stand out at least. Who didn't steal state property wherever possible, they scraped along...

It was useful to work as lazily as possible to save energy for thefts (the remuneration was almost the same for each quality or non-quality of work, good, service, but the theft was all yours..).

We mention all this here because those people of average and laziest life strategy still have prevalent influence in today's Czech Republic. Such people still decide, who becomes a university professor, who may be sent as a representing expert to a world conference... Rare exclusions, rare experts

who remained fair even during communist era, still are a "bad conscience" of those today's rulers and higher officials and managers. They are still banned and suppressed. The western world hasn't any clue that it is so... even today...