

David Taylor-Klaus

Mindset Mondays with DTK: 52 Ways to REWIRE Your Thinking and Transform Your Life

Press Kit

Thank you for your interest in interviewing David Taylor-Klaus. Our team has created a number of resources for you, including the following:

- David's Bios
 - Website and Social Media Links
 - Endorsements
 - Interview Resources
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David Taylor-Klaus Long Bio

100-200 Words

A serial entrepreneur, David Taylor-Klaus brings decades of experience to his current professional playground at DTK Coaching, where he's spent a dozen years coaching successful entrepreneurs and senior executives. Through coaching, David's clients uplevel from leadership competency to leadership mastery. The result: dramatic shifts in their performance and career trajectories *and* in personal fulfillment. Understanding that a powerful leader exists in each of us, David empowers his clients — both individuals and teams — to unearth and unleash their leadership potential and take an active, intentional, and dynamic role in their professional and personal lives.

Over three decades, focused on senior executives and the teams they lead, David has coached or consulted with thousands of companies spanning the public, private, and not-for-profit sectors.

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An addictive life-long learner, David holds a wide array of professional certifications: Professional Certified Coach (PCC) from the International Coach Federation, Certified Professional Co-active™ Coach (CPCC); Certified Team Performance Coach™ (one of the first); and a Certified Conversational Intelligence® (C-IQ) Coach. He is a 15-year member of Vistage International as well as a Vistage Speaker.

Driven by a passion for growth and creativity, David's personal and professional worlds clearly reflect a journey in pursuit of excellence, always with a great deal of humor and heart. Known for his sharp intellect and incisive ability to see and say what others do not, David balances fierce candor with genuine compassion. Recent empty-nesters, David and his wife live in the heart of Atlanta with their dogs.

David Taylor-Klaus Short Bio

20-60 Words

David Taylor-Klaus is a speaker, author, and leadership coach on a mission to unearth and unleash the personal master of entrepreneurs and senior executives. Since 2008, DTK has empowered his tribe to take an active, intentional, and dynamic role in their development and create the kind of life-work rhythm enabling them to build profitable businesses, raise thriving families, and live wildly fulfilling lives.

David Taylor-Klaus By-Line Bio

20-60 Words

David Taylor-Klaus reintroduces successful entrepreneurs and senior executives to their families. A serial entrepreneur, David is recognized for combining candor, intelligence, and humor with masterful coaching. He challenges leaders and their teams to reach their highest levels of performance in their personal and professional lives.

David's Website Links

- [DTK Coaching](#)
- [Mindset Monday's Book Page](#)
- [Mindset Mondays Facebook Group](#)
- [Mindset Mondays Episode Library](#)

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DTK Coaching | 404.822.9688 | www.dtkcoaching.com | david@dtkcoaching.com

David's Social Media Links

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#)

About *Mindset Mondays with DTK*

Buddha once said, "The mind is everything. What we think we shall become." *Mindset Mondays with DTK* is a user's guide to changing your mind. Author David Taylor-Klaus weaves well-known quotes from authors, artists, and other visionaries with engaging stories to inspire new ways of thinking.

This guidebook includes interactive sections at the end of each chapter called REWIRE.

REWIRE is an acronym for *Reflect | Experiment | Write | Investigate | Revise | Expand*. It is a structured yet playful approach that integrates and reinforces new ways of thinking, being, and doing, all in an effort to increase cognitive flexibility and create meaningful, lasting change.

Written by a leadership coach with over twelve years' expertise, *Mindset Mondays with DTK* will help you recognize that you always have a choice. You're not stuck, you're not bound by a fixed set of capacity and capability, and you don't have to be at the whim of unconscious beliefs.

You are limitless. Today, change your mindset and change your life.

Mindset Mondays with DTK Endorsements

"If you want to develop a growth mindset and you're ready to use your own life as a laboratory, *Mindset Mondays with DTK* is your guide."

– Marshall Goldsmith, New York Times #1 bestselling author of *Triggers*, *Mojo*, and *What Got You Here Won't Get You There*

“*Mindset Mondays* will disrupt your thinking, increase your cognitive flexibility, help change your mind for the better, and have fun doing all of that — but only if you use it. Read it and act on it. A great weekly primer for reenergizing and recreating your life by jump-starting the brain that powers it.”

– Whitney Johnson, award-winning author of *Disrupt Yourself* and *Build an A-Team*

“Provocative and deeply personal, *Mindset Mondays* has the power to transform the way you look at yourself and the world.”

– Karen Kimsey-house, Co-Founder CTI (Co-Active® Training Institute)

“Yes, *Mindset Mondays* is a great read, AND the biggest reason to grab this book is to put it to work. In every chapter, you’ll find provocative ideas and experiments designed to challenge your thinking and elicit transformation. Get ready to work... and play!”

— Dorie Clark, author of *Reinventing You* and *Stand Out*, and executive education faculty, Duke University Fuqua School of Business

Interview Resources

Topics

1. REWIRE Framework: A 6-step Process To Shifting Your Mindset
2. Cascade: Play Bigger, Impact More
3. Take the Lead: Growth Starts With You, Always
4. The Show Must Go On: Time to Rise Up and Show Up
5. Harnessing The Energy of Motivation
6. Life & Work: It’s About Rhythm, Not Balance

Talking Points about David

- Three decades as a serial entrepreneur
- Launched an internet strategy & web development company in Oct 1995 (used to have to teach people what the internet was so that we could sell them a site!)
- Mentor coach for the oldest/largest coaching school (Co-active Coaches Institute) and for the International Coach Federation (ICF)
- Addicted to cycling (and recent Peloton devotee)
- Avid wine collector
- Gold Medal Rower
- And, YES, the two-tone facial hair is real (and ended up highlighted in a live performance of *Hair* at the Fox Theater in Atlanta)

Image Gallery

You can select and download headshots, book covers, and social share graphics [here](#).

Past Interviews and Speaking Links

- [National Coach Academy](#)
 - [Forbes: Want To Master Your Networking Skills? Start By Researching And Listening](#)
 - [Exit Coach Radio: Put Your Life Before Your Business with DTK](#)
 - FULL List of appearances: <https://dtkcoaching.com/as-seen-on/>
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Q & A with David

1. What draws you to the idea of Mindset Mondays?

Brilliant question ... here's why: I was recently given a challenge by one of my coaches: "write the book you needed to read." Thankfully, I've already done exactly that: *Mindset Mondays* IS the book I needed to read! And I need to keep reading. It's a powerful reminder that I am in control of how I see the world. And when I change the lens through which I see the world (my mindset), I change the way I experience the world (my reality). So, yes, *Mindset Mondays* is a reminder to all of us that we are ultimately in control of our lives.

2. When would you have most benefited from a book like *Mindset Mondays with DTK*?

I would have benefitted most had I read this book when I was 13 or 14 years old. At that point in my life, I was in a very dark place and felt I had no control over my world. And, as a result, I made some very dangerous decisions. The sad part is, at that age, I wouldn't have listened to the wisdom in the book ... nor would have I believed it.

If I had read this book in college, and as I moved into my post-college world, I

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would have made drastically different decisions both professionally and personally. However, if that had happened, I would never have re-met and married the woman who is now my wife, and we'd never have had our three amazing children.

Now, had I read this book when I was co-founding a tech start-up back in 1995, it would have changed my world and my family's world dramatically. That company and my work would have been far more aligned with my values, and I would have been far more fulfilled rather than so deeply influenced by what I thought I was *supposed to be* doing or being.

3. If readers take one lesson away from the book, what should it be?

They are at choice. They are in control.

Carl Jung taught us that "We do not see the world as it is. We see the world as we are." That's where the power comes from. When we are intentional about our mindset - the lens through which we see the world - we are able to change how we experience the world.

4. In the book, you talk about how words create worlds, talk to me about how that applies to you and your work?

Here's a quick example: when I say things like "I can't figure this out." or "I'm not good at this." then I am, through my language choices, stating things as closed-ended fact. There is no room for change. Period.

However, when I change the language to "*Up until now*, I haven't been able to figure this out." or "I'm not good at this *yet*." I leave room for change. My words create the possibility of change happening in my world. Our language is critical.

This is such a core topic that you'll find many other examples of this woven into the book!

5. What does REWIRE mean and how can we use the framework it presents?

The REWIRE Framework is a structured yet playful approach that integrates and reinforces new ways of thinking, being, and doing, all in an effort to increase cognitive flexibility and to create meaningful, lasting change.

REWIRE is an acronym for *Reflect* | *Experiment* | *Write* | *Investigate* | *Revise* | *Expand*.

Each chapter ends with a series of prompts crafted specifically for that chapter to move the reader through the REWIRE steps to maximize the impact and make the learning real for them.

My favorite part of this framework is that, though the prompts for each chapter are specific, it doesn't take long for a reader to figure out how to use this framework for any shift they are trying to create.