

Kenston J. Griffin

**Dream Builders Communication, Inc.**

"If Better Is Possible Good Is No Longer An Option"



Volume 5, Issue 8

## NEWSLETTER

August 2010

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## **Book Trio Special**

***"New Days, New Ideas"***

~

***"Stages of Womanhood"***

~

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## **LIGHTS! CAMERA! ATTRACTION!**

### ***Greetings and Good Day!***

Thank you for joining us for this month's edition of the Dream Builders Communication Newsletter. With economic times still being challenging across the country the law of attraction is vitally important. I was just in Salt Lake City, Utah and I was speaking to a group about creating the laws of attraction.

Whether you are attempting to attract new business, a new job, or even that special person, in my experience regardless, these Four Keys are essential to obtaining success.



Key Number 1: Know what the organization is looking for. Remember most people know what they do not want but still struggle to identify what they do want. Do your research on who they are, what they want, and how you can best provide it for them.



Key Number 2: Understand maximizing your skill set/niche. Remember don't just apply for anything, be flexible but not desperate because sooner or later your lack of skill set or passion will show up and your work performance will suffer.



Key Number 3: What makes you different? Remember everybody appears to be searching for something but go the extra mile to make sure you are that special something. Whether it is your appearance, resume' paper, how you sell yourself, or your ability to follow up & follow through; identify what the organization may need, or is looking for and make sure they know you have "it".



Key Number 4: Be the change agent that the organization is and has always been looking for. Every company or organization has gaps to be filled; you just have to help them see you are the change that they have been looking for to fill in the gap.

Take these four steps and be the main attraction for the lights & camera.

Kenston J. Griffin, CEO

# Expectancy

By: Christopher Land



In times such as these, when the nation is experiencing an economic downturn, what are you expecting? What are you expecting to happen within your company, with your sales, with your employees/contractors? Expect the best! This “slow down” for some is a time of stress, concern, and uncertainty, for others it is opportunity. It has been stated that more millionaires are made following an economic recession. With that being so, what you are expecting?

Take a minute to think about this, what is it that you thought you wanted a little more time to do when you were in the thick of things, when time and task didn't fully agree. Well, if things are slow, now is the time to not only catch up, but it's time to get ahead. Improve on processes, make adjustments to the way things are, or have been done. Expect the downpour of business, expect the phone ringing off the hook, expect the business at an all time high, and prepare yourself to handle it.

At Dream Builders Communication, Inc., we often say, “Inspect what you Expect.” What are you expecting? In our CEO's book, “New Days, New Ideas,” Mr. Griffin creates an acronym for EXPECT:

**E-Evaluate it;**

**X-Exercise it;**

**P-Prepare for it;**

**E-Envision it;**

**C-Change it;**

**T-Trust it.**

Webster defines expect – 1. To look for as likely to occur or appear. 2. To look for as proper or necessary. So I pose the question, what are you truly expecting to get out of this recession when it turns around? This should be your time to prepare for the best growth in your company ever. Expect the turn-around. Expect to win. We're finding that this “slow” time is a great time to tighten up the office. Correcting the wrongs, prepping for the upcoming, and adjusting everything else that needs to be put in place is what should be happening in the office right about now. Don't get down bogged down with the economy, as I stated in a previous article, “When things go wrong, don't go wrong with them.” Be sure to guard your emotions. You should put yourself and your team in positive motion. Now is the time to expect something good. Expect, anticipate, look forward to, and prepare for the turn around.



## False Evidence Appearing Real (F.E.A.R.)

By: Tonya Allen

What is the four-letter word that has often been identified as the cause for failure, lack of success/growth/development, and sometimes even death? *F.E.A.R!* We hear all too often, "I'm afraid." Well today, I would like to encourage and even to challenge you to face that four-letter word, *F.E.A.R.* As we look into "**False Evidence Appearing Real**", it generally relates to the unknown. Until we look at the situation, the unknown experience or situation will continue to be just that, fearful. Life is full of experiences that in the beginning we thought were fearful. However, until we embraced it, faced it, and dealt with it, FEAR controlled you, but today is the first day of the rest of your life. Your goals and dreams are worth your facing the unknown, never giving up, never letting go, and pressing on towards your purpose.



As you pondered the words of "**False Evidence Appearing Real**" if you thought, "how do I face, embrace, and deal with my fears." Well,

allow Dream Builders Communication, Inc. to assist you in tapping into your greatest potential. DBC has programs and trainings available for students to adults; faith based organizations to corporate 500 companies, and individual training to group meetings/seminars. We provide programs and services such as *T.A.G.* Summer & After-school Programs for students Kindergarten to 12<sup>th</sup> Grade, Professional Development Sessions, Motivational Empowerment Keynote Addresses, Workshops/Seminars, Mental Health, Federal Judicial, and Peak Performance Services.

Regardless of your current situation, our programs and services are tailored made to meet you exactly where you are, and assist you in reaching your goals and dreams. For additional information, please contact our office 704-595-1735 or visit our website [www.kenstonjgriffin.com](http://www.kenstonjgriffin.com).

### Quotes to conquer fear:

- *Courage is not the absence of fear, but rather the judgement that something else is more important than fear. (Ambrose Redmoon)*
- *Courage is simply the willingness to be afraid and act anyway. (Robert Anthony)*
- *Do the thing you are afraid to do and the death of fear is certain. (Ralph Waldo Emerson)*
- *Fear and faith cannot operate at the same time. Choose to have faith. (Unknown)*

## Dream Builders Featured in "The Dispatch" Lexington, NC

The following are excerpts from "The Dispatch," the local newspaper in Lexington, North Carolina written by staff writer Deneesha Edwards.

*Zanitha Dickerson, certified teacher from the T.A.G. Summer Enrichment Program through Dream Builders Communication, Inc., places oil in a container of water Wednesday to show students the close-up effects of the Gulf of Mexico oil spill in water. Students have been learning at New Faith Full Gospel Church since the third week of June participating in the program that enhances and assist students in areas of academic, leadership, and life skills.*

*The national oil spill uproar was brought to life Wednesday for students involved in a summer program by having them create their own spill to show the affects of what's going on in the Gulf of Mexico.*

*Students in the T.A.G. , or Together Achieving Greatness, Summer Enrichment Program placed water in a container and added food coloring to make it similar to an ocean. They then placed cooking oil in the container while hypothesizing how they thought the oil would affect the water. Many said the marine life in the water would die while some said the aquatic animals would have to find somewhere else to live.*

*After shaking the containers for a couple of seconds, they learned the water and oil separated with the oil left lying on the top. The next step was placing Dawn dishwashing detergent into the container to see if it would clean up the mess.*

*"The purpose is to see how many layers you have, " said Zanitha Dickerson, a certified teacher for the program through Dream Builders Communication, to the students. "We want to see if it can make three layers. The molecules in the water, oil and Dawn are so strong they separate."*

*The summer program that provides an enriching learning environment in a safe and nurturing setting is created by Dream Builders, based in Charlotte. Professional speaker Kenston Griffin is the chief executive officer of the consulting firm.*

*Nearly 50 students from Davidson and surrounding counties have the opportunity to participate in the program at New Faith Full Gospel Church of Lexington.*

*"It's designed to help children with education," said Cynthia Huntley, site coordinator. "Our desire is to get the community together. It's going great; the parents are responding and being very supportive."*

*One student remarked, "It's better than sitting at home being bored," she said "I'm learning stuff, and it's a fun experience."*

*The students are even preparing for a science fair on July 30 at the church where Huntley hopes the community will become involved and support it. The winner will then compete against the winners of other Dream Builders Summer Enrichment sites throughout the region on August 6.*

Add a pix from the Lexington site or the pix used in the news paper article



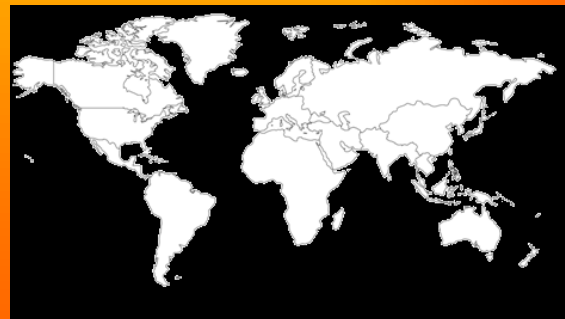
***Dream Builders  
Communication, Inc.  
21st CCLC T.A.G.***



***Summer Enrichment Program  
Congratulates ALL Students  
In the 1st Annual Science Fairs***

***Thank you to all staff, parents, community  
leaders, and collaborative partners for their  
support and assistance.***

***Catawba, Cleveland, Davidson, Gaston, & Iredell***





# AUGUST BIG EVENTS

5

Dream Builders Communication, Inc. is assisting **Livingstone College** in crossing the BRIDGE 2010. This DBC program develops proper study habits, character, leadership, and integrity in students to prepare them to take on the challenge of college life.



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## Iredell - Statesville Schools



**Statesville High School** asked DBC to coordinate a strategic planning session with the Partners in the Community to ensure the overall quality of the community outreach, services, and support of Statesville High.

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### Sun Valley High School



and Professional Staff Development sessions focusing on inclusion and diversity.

Sun Valley High stepped up to the challenge to make this 2010-2011 academic school year better than any other, by having the DBC Team to come on board even before the start of school year. We will facilitate a variety of events at Sun Valley this year including freshman orientation,

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Community In Schools-Dream Builders Communication will provide the feature keynote address and a workshop at the **Summer Training Institute**. The workshop will focus on the "Barriers to Communication". This highly requested workshop has enlightened all who attend. Please call the DBC office for additional details concerning this workshop.



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**Optimist International** extended the invitation to have Kenston J Griffin, CEO of DBC to speak at their North Carolina West Optimist District. The district governor sought out DBC to provide this quality keynote to create additional value for service, commitment, and encouragement to continue changing and supporting the youth around the world.

# AUGUST BIG EVENTS

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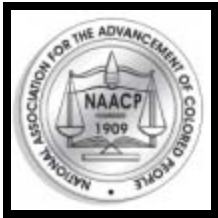


**WSSU Ramdition** –“Discovering Our Legacy, Creating Your Tomorrow” is the event of the year for the RAMS, and DBC is the reason why. Dream Builders Communication is coming back to RAM Country to support the administration by presenting at this and other events to assist in reaching the 21<sup>st</sup> Century student. We are increasing the retention rate by sharing effective success strategies.

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## C-Meck Opening Day

It's that time of year again, where C-Meck Advance Youth Football League is requesting DBC motivate and encourage the staff, players, and parents to kick-off another incredible youth football year. DBC offers the very best in keynotes and “rah-rah” pre-game pep addresses for youth organizations. Call the DBC office for more details.



## N.A.A.C.P. – Back to School ISS

The N.A.A.C.P. has partnered with the Iredell School System and DBC to get the middle and high students to get ready for an invigorating year. Dream Builders Communication, Inc. will give Effective Keys to Classroom Success to all 6<sup>th</sup> -8<sup>th</sup> and 9<sup>th</sup> – 12<sup>th</sup> grade students as they prepare to start the school year.

23 & 24

The Dream Builders Communication, Inc.'s “Dream Team” will be in **Union County** working with faculty and staff to set the tone for the school year. This Professional Staff Development session will share Best Practices for diversity and inclusion while demonstrating easily implemented strategies to reach all students and assist in increasing test scores, and classroom participation



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