

Kenston J. Griffin



Dream Builders Communication, Inc.

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

Volume 3. Issue 10

NEWSLETTER

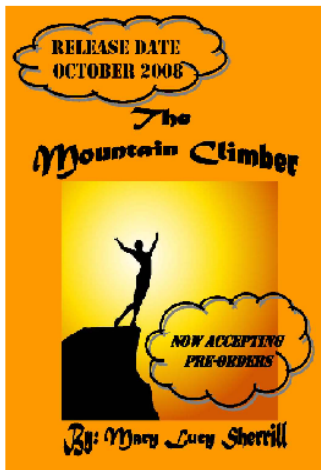
October 2008

This Issue:

- ◆ GPS Conference Flyer
- ◆ Financial Corner
- ◆ What Time Is It?
- ◆ The Art of Listening Part 3
- ◆ Seventh Key to Leadership
- ◆ Going for the Goal

~ ~ ~ ~

Book Special **"The Mountain Climber"**



ONLY \$12.00

~ ~ ~ ~

*For more details on the
 October events,
 please visit our website
www.kenstonjgriffin.com*

Listen to Become A Better Leader

We have all heard about leadership and how important it is to be effective at it. Leadership is so powerful that it can be delivered positively or negatively. However, I believe we all would agree that a leader and leadership qualities could be very influential for the good and the bad. Upon talking to leaders across the country and collecting numerous amounts of data, I have come to the massive conclusion that the number one quality of a great leader is his or her ability to listen.

Yes, ladies and gentlemen, leaders who listen know what, when, where and how things are going. The reason is listening opens doors all around for you and others for genuine and free communication. This demonstrates respect, openness and care for others' thoughts and feelings. However, listening only gets you part of the way to obtaining better leadership qualities.

Listening will also teach and guide your actions, which will allow room for balance and prepare you for opportunities in the future as a leader. Finally, listening and learning will help make a leader credible in all aspects of life. This affords individuals the strength and the courage to want to follow you. Besides, if no one is following you, it is highly possible you are not leading, you are just taking a walk alone.

3 Tips to Help Become A Better Leader, Listener, and Learner

- 1) Know the difference between hearing and listening. To hear means, "to perceive by the ear." To listen means, "to pay attention." There is a big difference.
- 2) Evaluate and use Grandmother Griffin's Rule, two ears one mouth. Use it like that and you will always know what someone else is thinking, saying and in most cases doing.
- 3) Make it a habit to become an active listener with more than just your ears. Positive and open body language, eye contact as well as ears will engage a healthy conversation.

Kenston J. Griffin
 Chief Executive Officer

**Dream Builders
 Communication, Inc.
 is coming to your area
 soon!**

Stay in the "KNOW"

**Charlotte-Mecklenburg
 Advance Youth Football
 League
 October 4, 2008**



**UNC Charlotte
 Globalization Performance
 Synchronization
 October 9, 2008**



**Charlotte Mecklenburg
 Schools, Randolph Middle
 School
 October 10, 2008**



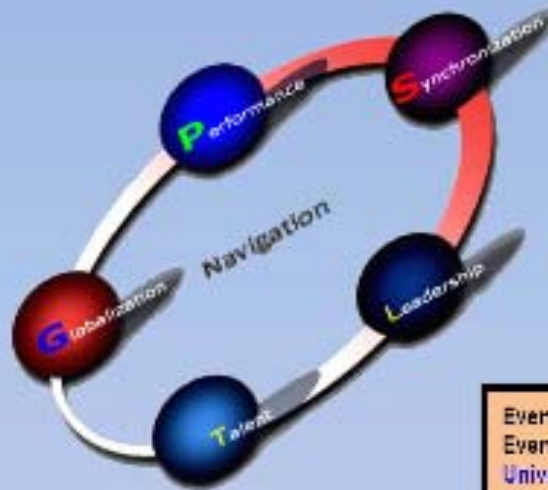
**Lowe's Motor Speedway:
 Bank of America 500
 October 11, 2008**



(Continued on page 6)

GLOBALIZATION **P**ERFORMANCE **S**YNCHRONIZATION

LEADERSHIP DEVELOPMENT SEMINAR



Event Date: **Thursday, October 9th, 2008**
Event Location:
University of North Carolina-Charlotte
Student Activity Center Salons
Charlotte, North Carolina

Targeting Professionals, Executives,
Entrepreneurs and
Organizations to Enhance Leadership,
Personal and
Organizational Development



"Guiding You Through Your Playing Field"

2008: Strategically Professional Development Focused on:

- Developing personal skills, tools & mindset and leveraging lessons learned
- Building your capacity using your strengths and weaknesses
- Understanding the Human Aspect of Business Synchronization



To register call **1-877-696-1736** or **1-704-396-9649** • www.kenstongriffin.com or www.onescsi.com

Designed by: Purpose Driven Media & Marketing, LLC.

The Financial Corner

By: Yolanda Polk

Money is something we cannot live without. It is needed in just about every aspect of our lives, from paying bills to having fun. I could not send this email and you would not be able to view it without having a computer and the internet service which cost money.



We must be able to see money in our mind (have vision) and not just in our eyes. We must train our mind to understand the real definition of the word money and the system of numbers. Also, learn the difference between assets and liabilities so we know how to manage money. I recommend you have a mentor and choose him or her wisely. Please be patient and careful from whom you take advice from.

Write down your financial goals so you can communicate effectively to your mentor where it is you desire to go. Please, make sure you write down how much money defines success for you. Remember money is something we cannot live without so we all must continue to educate ourselves because the money world is always changing. Financial freedom is not free; however, it is a decision that one makes and it depends on how we spend or invest our money.

“Success Is A Journey Not A Sprint”

**Until you value yourself,
you won't value your time.
Until you value your time,
you will not do anything with it.**

- M. Scott Peck

What Time Is It?

By: Tonya R. Allen

Over the past several weeks, I have become engaged in identifying ***“What Time Is It?”*** more so than on Christmas Eve, when I was a child. During my childhood, the time only appeared to be important right before a birthday, major holiday, or the night before the first day of school. In recent weeks, that has not been the case. Due to the constant change in the economic structure of mergers, downsizing/layoffs, interest rates, and the gas prices, I have begun to keep up with the time. ***“What Time Is It?”*** Is it time to purchase a new home? Is it time to invest in the real estate market? Is it time to monitor traveling, either by automobile, train, or even by air? Is it time to seek additional streams of income?

While completing this article, my message box appeared indicating a new message had just arrived in my email inbox. As I paused and read the message, this appeared across the screen: *Federal Reserve Chairman Ben Bernanke informs the Joint Economic Committee that tight credit, the housing downturn, inflation, and lower consumer spending are threats to ongoing economic stability. CNBC* I pose the question yet again ***“What Time Is It?”***

Now, this article is not to criticize, but to provide an alternative to stressful times. ***“What Time Is It?”*** Is it time to evaluate what is important in our lives? Is it time to evaluate what and how time is spent? Or is it time to seek additional assistance and place concerns into a higher power that focus on faith, hope, and love?

As you consider your personal situations, beliefs, and values consider this important fact: we all have the same 24 hours in a day; 1440 minutes in 24 hours and 86,400 seconds in 24 hours... the only difference between us is what we choose to spend our time doing. Therefore, ***“What Time Is It?”***

The Art of Listening - Part III

Therapeutic Listening

By: Roderick Land

Some time ago I began a series about the “art” of listening, an ancient and almost forgotten practice that we all, however, should be “masters” of. I encourage you to go back to in the Dream Builders Communication, Inc. newsletters in October 2007 and November 2007 and make a compilation of these so they will be constant and fresh in your remembrance. For those of you that want a quick, short summary,

- 1) selective listening or selective perception-----when you focus on what you want to hear, and “tune out” the rest,
- 2) comprehensive listening-----listening to learn. There are several ways to do this and it can constantly be improved upon.



A third type of listening is called *therapeutic listening*. Therapeutic listening is actively listening to get a deeper or more complete understanding of what is being said. Listening to get a “feel” of what the other person means, even if they do not express it in the correct words, it is also called empathetic listening. If you have been married or in any serious relationship, you definitely should be a master of therapeutic listening.

As an educator, therapeutic listening should be exercised on several fronts. Children, sad to say, sometimes have situations at home and/or at school with no one to “sound off” to, and you could be that one. I did not say “mouth off” to, which is totally unacceptable. There will be new teachers, fresh out of college, believing that all children learn and obey quickly all of the time, are going to need your therapeutic listening, to avoid the feeling of total helplessness. Even principals, who may seem to be on top of the world, will need to understand where they are “coming from.” In each situation, the key is this; keep your mouth CLOSED much more than open! Avoid phrases like “I knew that when you.....”, “I remember when I....”, “That’s why I told you.....”, because “I” is in the way. You want to put off judgment of the person’s thoughts or actions. You also do not want to give them the perfect “solution.” Husbands, your wives just want you to LISTEN. Wives, your husbands just want you to LISTEN. Teacher, that student just needs someone to LISTEN.

Remembering the movie “The Karate Kid”, Daniel-son had to learn to listen to Mr. Myobi. He not only listened comprehensively to learn the moves, but he had to listen therapeutically, to “understand” and “feel” him at the same time. In fact, Daniel-son wanted to learn comprehensively before he learned therapeutically; this caused a big misunderstanding.

As the year goes on, I encourage you to be a “Therapist” (I think I just made up a word), a doctor of therapeutic listening. Be a master; get the black belt for knowing how to empathize. It may be hard but you can do it. The last part of the series will give you tips on how to become a better listener as well as the pitfalls to avoid. Remember, “You cannot win if you do not try.”

The 7 Keys to Leadership

Key #7

Surround Yourself with Great People

By: Christopher Land

We are now to the point of the seventh of the Seven Keys of Leadership. Before stating the seventh, let's review.

- 1- Be a good Listener.
- 2- Master the art of Presenting.
- 3- Become good at Training.
- 4- Problem Solving Skills.
- 5- Controlling Volume.
- 6- Consistency.
- 7- Surround Yourself with Great People.

It's true we become more like the people we spend the most of our time with. I've heard it said, "If you hang with nine broke people, you'll soon be the tenth". If you run with wolves you'll learn to howl, or fly with eagles and learn to soar. If you're the smartest person in your bunch, you need to change your bunch. Surround yourself with people that are doing great things, it improves your chances of success. By doing so, you find yourself taking on their attribute, their drive, and their zeal. You'll try to imitate them conscientiously and subconsciously, just as you would if you were around non-productive folks.

Place yourself in the best position to win. If you had a choice to be on the team with the players that won the biggest game (in their sport) or on the team with the bottom of the barrel, which would you choose if, you truly want to win? Thus it is with life, choose to be around those that are (or becoming) successful in what is it that you want to do, or are currently doing. Find out what your competitors are doing if they are ahead or gaining on you. Find out what's working well, and what's not. Choose to do what is working, and surround yourself with those that are great.

This key of leadership will heighten your rate of success, and raise your level of awareness. Make certain to choose those who are not just good, but great, and you will find that you'll not just be surrounded by greatness, but you'll become great. A chain is only as strong as its weakest link. Therefore by surrounding yourself by

stronger links, as you strengthen yourself, the team becomes stronger. Surround yourself with great people, who are doing great things, is definitely a Key to Leadership. By utilizing these keys to Leadership you'll be able to open the door of success.

TEEN SCENE

Going for the Goal

By: Tiffany Jacobs

Everyday people think of ways to achieve goals that go unmet. Setting goals is yet another priority in our lives that should be acknowledged daily. We should strive to perfect ourselves by setting goals that are attainable. One of the best ways to set goals are to write them down. In the "Good Book", we have read to write the vision and make it plain, though it tarry, it will surely come to pass.

What is it that you want to do? You have to see what it is that you want. After you see the goal and can visualize yourself attaining it, you have to go after that goal in life. How can you go after it, you might wonder. Does your circumstances not line up with what you see? Do not give up on your goals.

Writing goals down and putting them where you can see them is a constant reminder that you have these goals and are going to reach them. Remind yourself of them everyday and know your faith will help you to see your goals manifest.

Start today writing a plan and steps to achieve your goals. When you are writing them, you are exercising the process of thinking about them, seeing them, and hearing them when you are speaking them.

Do not allow anyone or anything to become a distraction from your goals. Have the tenacity to keep striving towards them. Walk in it, talk as if you have those goals, and wear them as if you are accessorizing your life everyday with your goals.

Now go ahead! Speak those things into existence!

(Continued from page 1)

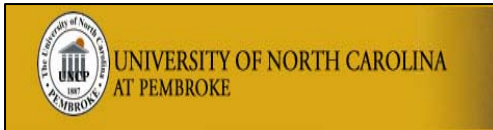
**Dream Builders Communication, Inc.
is coming to your area soon!**

Stay in the "KNOW"

**Crest High School, Shelby North Carolina
October 14, 2008**



**University of North Carolina at Pembroke
October 16, 2008**



**North Carolina Society of Hispanic Professional
Conference
October 17, 2008**



**Clark's Chapel Baptist Church, Statesville,
North Carolina
October 18, 2008**



**North Carolina A&T State University
Greensboro North Carolina
October 26, 2008**



**National Middle School Conference- Denver, Colorado
October 30th – November 1, 2008**



Contact Us:

**8801 JM Keynes Drive, Suite 260
Charlotte, NC 28262**

(704) 595-1735 office

(704) 595-1736 fax

(877) 595-1735 toll free

www.kenstonjgriffin.com

**Academic Training,
Community Development,
Peak Performance Coaching,
Strategic Planning,
Team Building,
Youth Programs, and MORE!**

