

Kenston J. Griffin

Dream Builders Communication, Inc.

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



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NEWSLETTER

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Featured Writers:

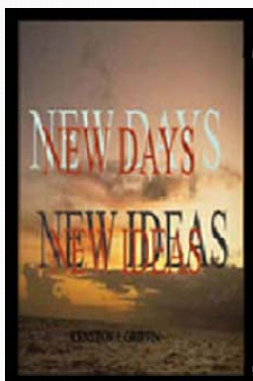
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Book Special

"New Days, New Ideas"



**ONLY
\$10.00**

"Mastering Your Mindset"

Greetings & Good Day!

This month, YES, all month long our focus will be mastering your mindset. Many of you are familiar with old saying, "a mind is a terrible thing to waste." Well, I could not agree more. Since that has been stated, what are you doing with your mind? Is it on *auto pilot, cruise control, drive, or overdrive?* Research has shown that the average person uses less than 20% of their brain. If that is true, what are YOU doing with the other 80%? Upon evaluating results compiled from Dream Builders' Peak Performance Coaching data, people focus on their pain versus their purpose. WOW, can anyone relate to that? If so, then today is a new day, and the time has come to master your mindset.

In order to successfully master your mindset, a few things must take place.

1. You must know what you want.
2. Once you are on course, plan for the best but prepare for the test. Remember, you take the test don't let the test take you.
3. Master your old thoughts. Remember, yesterday ended last night and so should the negative thoughts.
4. Begin preparing your mind for the positive. In the morning wake up five minutes early and just feed your mind with positive affirmations. Refrain from turning on the television or distracting situations, just focus on positive thoughts, words, or memories.
5. Focus on training your mind every chance you get. One of my favorite books talks about *training a child in the way you want them to go and they shall not depart from you.* Therefore, train your mind in the way you want it to go and it will not depart from your goals and dreams.

By incorporating these tips everyday this month, watch your mindset change for the better.

Kenston J. Griffin, CEO

Starting Your Own Business

By: K. L. Alston



Looking at starting your own business? Great! Here are several pointers to get started on the right track. First, know why you want to start your business. Is it because of a desire to be financially independent? Do you feel you have reached your limits at your job and believe that starting your own business will free up more time for you to do the things you desire to do? Or, do you just want to be your own boss? Although the above reasons may be commendable, if they are the only reason (s) you want to start a business, you may need to think again. Starting and operating a successful business is hard work that requires passion, drive, persistence, patience, an unshakeable belief system, and an I-will-not-quit attitude. If you start your business for the right reasons, your probability of being successful will increase exponentially.

Next, determine what type of business you want to start; or what type of business is right for you and create a plan. You will build your business in three stages. You will first build it in your mind; this is your vision. You will then build it on paper; this is your business plan. Third, you will physically build your business. Although all three stages are extremely important, your business plan is critical to the final stage. It is imperative that you create a business plan for your business because many of

the failures that occur are due to fundamental mistakes that are made during the planning stages. Your business plan must be realistic and accurate.

Next, understand the business side of your business. It is not enough to know just the product and/or service side. According to research performed by Dunn and Bradstreet, the number one reason why businesses fail is due to managerial incompetence. Most individuals start their businesses because they believe they have a great product or service and this may be the case; however, if the business side is not understood and taken care of, everything else is a mute point. When I speak of the business side, I am referring to the accounting, bookkeeping, marketing, and especially the income tax side of the business. Should you be a sole proprietor or should you incorporate? What are the benefits and/or liabilities? Addressing these types of questions early can mean the difference between succeeding and failing.

Being a successful business owner is a wonderful feeling and accomplishment! The freedom and financial rewards are very much worth the long hours, continuous learning, and discipline it will take to start and build a successful business! An excellent guide that will put you the right track, from the beginning, and assist with keeping you there is the book "*Things You Should Know Before & After Starting a Business.*" To purchase your copy of "*Things You Should Know Before & After Starting a Business*" please go to www.klalston.com.

"Success isn't just luck,
it's also preparation!"

K.L. Alston.

How To Be A Positive Role Model

By: Shannon Johnson

A role model must in fact be one who leads by example. Many men, women, teenagers, and children all have the natural ability to become people who lead. The question is, how does one achieve such honorable status?

Often times when we ask children who they would consider a role model and majority of the time we are receive the same answers. The answers usually start with our local firefighter, police officer, doctors, dentist, and athletes or better yet the president of the United States of America. Yes, as children, we set our goals extremely high. Nonetheless, the media has a lot of influence in deciding whom we choose as people to follow. Nonetheless, a role model could be your parents, school teacher, or next door neighbor. He or she is someone who does something in which a person desires to follow his or her example.

People of influence are usually humbled by the title. Some even deny having it. However having the title is not something one can name themselves. It has to be earned without the person ever knowing he/she is being considered. We, the admirers, give the status to the well deserved. They have a spirit about themselves, which makes you want to follow their lead. Over the years, I have personally been impressed with some people whom I consider a role model.

I've always admired Muhammad Ali for his courage to stand up against fighting in a war he didn't agree on or better yet know anything about. Another person I simply adore is Harriet Tubman. She had the courage and knew how to free people from the hands of oppression, depression, aggressions, and transgressions. The things she accomplished would have taken an entire army, but she was determined and dedicated to helping out her community. Susan B. Anthony was also instrumental in helping Harriet Tubman hide the people of oppression. Susan B. Anthony would have been

killed without hesitation hiding those on the run.

I began asking people at work their opinion on role models. One person said he was too old for a

role model but that he would consider someone out of this community for his son. I beg to differ for age has nothing to do with having someone to look up to.

I have a role model who is 92 years old. She does everything for herself. She still drives her own vehicle, cuts the grass with push lawn mower, tends to a huge garden yearly, and carries loads of leaves and weeds in a sack on her back. If you could see this young lady at her daily routines any person would be inspired by her strengths. I have never seen her upset, discouraged or without a positive word to share. Peace is her serenity.

My definition of a role model is someone who has a source of strength, inspiration, and support to share. We seek the necessary means to emulate their character hoping or even praying to receive such blessings. At times people even become jealous wishing it were they who could become the role model.

In other words, every individual can become a source of inspiration. Your character should be the one thing others look towards to follow and practice. Be a role model for yourself and you shall find people from all walks of life willing to follow your lead.



Walking Into Your Destiny

By: Tiffany Jacobs

When you arise every morning, what do you think about? After giving thanks for seeing a beautiful day, do you wonder if you are working in your divine assignment? If you don't know, maybe it is time to get alone and seek clarity and direction. Do away with distractions and get understanding on what it is you are truly supposed to be doing. Are you seeking your own will and desires just to please a temporary want or others' desires or are you seeking a lifetime of prosperity in your divine assignment?

Take some time and journal on the thoughts of what you want to do, on what your gifts are, as well as

what you enjoy doing. Seek the divine will for your life. There are probably signs all around you! Your current placement has not been in vain, nor will it be the ending point, but a true piece to the completion of the whole picture. It is a part that plays a role in what you are supposed to be doing. It is a part of your faith-walk. Each part plays a part in walking in your purpose. Yes obstacles may come, but they just come to make you and your sight stronger to see the vision for your life and where you are supposed to be. We know that the ending result of a painted portrait is lasting and beautiful. Oh you will get there! Just keep walking and believing!

What Makes You Different?

By: Christopher Land



What makes you different? Do you maximize your uniqueness to work in your favor? Are the right people in

the right places or positions to maximize their ability to succeed? These are questions you should ask of yourself and your team. Self and team inspections should be done at a minimum of quarterly. Doing so may encourage a positive change.

Having the right person in the wrong position will often lead to confusion, discontent, and a low performance for more than just that individual, but for all directly connected. This of course creates a negative ripple effect, rippling from that person outward. Knowing that a ripple happen, more people are negatively affected. No reflection on that person, he or she may not be in the best position to succeed.

Picture this... I have the opportunity to work with several youth football teams. This particular team

had a young man that weighed 257lbs. He was the biggest and heaviest kid on the team. He was also able to throw the ball the farthest. The team chose to place this child at the quarterback position, because of his passing ability. The team struggled, and he did not achieve at his highest level. Sure, he was involved in some of the biggest plays, gaining many yards, but he also got sacked more than any other QB.

As the team proceeded through the season, a team inspection was made; they inspected what they were expecting. The coach made a move, contrary to the players liking, and moved the 257 pounder to a lineman's position. Once he (the player) accepted this change, he became one of the best offensive tackles in the league. This team inspection, improved the outcome of their season. Having the right person in the right position makes an incredible positive change. Therefore, if things on your team need a little improving, it may be time for a self and team inspection of positions and duties. Ensure that everyone is catering to their gifts and talents.

Learn Life From Sports - Part I

By: Roderick Land

Being the sports enthusiast that I am, I read several sports magazines. Recently I came across an article by a professional golfer stating how he wins tournaments facing a tough course (not Tiger Woods, by the way). We will begin a series of articles, approaching these points and translating them as a guide to the course of “life.”

Bomb and Gouge isn’t for you. There are certain pro golfers who can hit the ball a country mile, maybe not the straightest, which they are well aware of. But, after they hit it far (bomb), even though they are off the intended course, sometimes in an adjacent fairway, they have the exceptional skills to get the ball on the green in less than regulation. This is not the norm nor is it the “best” way. It is called scrambling. Nobody in golf today does it better than Tiger Woods, and he wins a third of the tournaments he enters. Most of the other golfers drive for the middle of the fairway, staying away from all roughs and traps. I would encourage you to not go for the **bomb and gouge** way through your course of life, unless you see within that you have the exceptional skills needed to go that way. Be very objective and see things clearly.



Stick with your “authentic swing.” The first time you play golf, you basically have a swing. From that moment on you refine it, improve it, and otherwise make subtle changes in it, but you never ever leave it. The same thing applies in other sports, so the best thing is learn it right the first time. Just as methods of teaching, singing, dancing or any other course of “life.” Learn it right in the beginning, be teachable, adapting better methods of doing it your way. Know your strengths as well as your weaknesses, making your strengths stronger and your weaknesses weaker!

On the long approaches, play safe. For goals that are very tough to reach, like the 18th hole of Augusta National, the most direct approach sometimes seems the hardest route to go. Look at the big picture, maybe going past the target and going back is better than trying to go directly at the goal, hitting all kinds of hazards.

Focus on hitting the sweet spot. Similar to the “authentic swing” is hitting the sweet spot. The sweet spot is when you hit the right place at the right time and it goes to the right place. Perfect, it fills just perfect. If you focus on all of the correct methods that you have learned, you will hit it more often than not.

We will continue the list next time in “Learn Life from Sports.” Always, in all ways look to learn a lesson from where you are. Winning, losing, up or down if you look hard enough there is a lesson to be found.

Financial Corner

By: Yolanda Polk



CREDIT AND CREDIT CARD USE

Parents, can you believe the summer is over and it's time for college? You may have a freshman who is starting a new journey or a returning upper classmen who is looking forward to finishing one more year. What are we teaching our children about credit before, during and after college? Do they know how important it is for their future? College is sometimes the place where it first starts - where young people's credit goes downhill. We must become better educators about credit in the early years. "With credit-card offers coming as fast as keg party invites, college freshmen need some guidance." Remember "Success Is A Journey Not A Sprint" and in order to be successful on this journey good credit is a must. CNNMONEY.COM continues to provide great information about money and helpful tips that I believe can better our future.

The typical college freshman is burdened enough by scholarly responsibilities, homesickness and self-doubt. To keep tomorrow's freshmen from suffering the additional anxiety brought by a first checking account, start them off sooner, as early as their junior year in high school.

Initially, keep it simple, avoiding frills and extras like overdraft protection; they need to experience the reality of bounced checks to understand record-keeping responsibilities.

Many college freshmen today have credit cards, and if your kid is to be one of them, then this, too, has a learning curve that is best experienced under your tutelage.

Before your kids acquire their credit cards, they'll need a lesson in how to use plastic responsibly. Point out that this is where most individuals' finances go seriously awry, and illustrate your point with interest tables that show the damage that 18% annual interest, compounded over the years, can do to their savings potential.

Also, tell them that credit is a privilege, not a right, and that if they abuse it, they will lose their ability to get more. After setting up rigid criteria for the use of a credit card, start them off with training wheels in the form of a secured card - in which the holder charges only up to a cash account kept with the issuer.

This way, they become accustomed to using the card judiciously without getting in hock. If their purchases are sound enough, then move on to an ordinary credit card, encouraging them to pay the balance each month to avoid interest charges.

When your kids go out to make purchases on this card, they may be tempted by same-as-cash purchase offers, in which buyers of items like appliances are allowed to borrow interest-free as long as they pay off the balance within a set period (usually six months). Financial planners like Eleanor Blayney of McLean, Va., advise against using same-as-cash. "It disassociates the cost from the benefit," she says.

"There is temptation to use a credit card for Spring Break, or for Winter Break, and most are not mature enough. Credit card companies know this."

Mary Gorman

NEW SERVICES PROVIDED



Dream Builders Communication, Inc. Supplemental Educational Services

Greetings & Good Day!

Transitioning from Good to GREAT!

The Dream Builders Communication, Inc, (DBC) Supplemental Educational Services (SES) Program understands that every child does not learn at the same pace, causing students to be on various academic levels. DBC provides differentiated instruction throughout the curriculum. The program is designed to provide assistance, while allowing an outlet for creativity to be developed and shared by students, parents, and communities.

DBC inspires students through solid content, excitement, and long-term results. As you prepare to take this journey of a lifetime, realize and know that DBC can be...

“The Foundation for Building Your Dreams.”

*Sincerely,
Dream Builders Communication, Inc.*





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DBC, also, focuses on integrating Critical Thinking in a more innovative manner by engaging students to:

- 1) Think outside of the box.*
- 2) Begin relating the lesson to everyday life experiences.*
- 3) Remove the "fear" of positively challenging the lesson to gain ownership.*

To facilitate the continuation of participants' growth, the program works closely with schools, educators, and parents in the creation of a Person Centered Plan (PCP).

*Dream Builders' SES Program provides **TUTORING** in:*

- MATHMATICS**
- READING**

AVAILABLE FOR YOUR CHILD AT NO COST TO YOU, IF HE/SHE RECEIVES FREE OR REDUCED LUNCH & ATTENDS AN ELIGIBLE SCHOOL.

DBC provide quality services for students in grades K-8 in your community, offering:

SMALL GROUP SETTINGS
CERTIFIED EDUCATORS
DIRECT /HANDS ON INSTRUCTION
OVER 10 YEARS OF SUCCESSFULL EXPERIENCE

BIG EVENTS in OCTOBER



October 1, 2009

Dream Builders Communication, Inc. has been invited to address the service providers of CMS's North Learning Community, as they ramp up their commitment to the Parent University. This program serves the communities throughout Charlotte, and DBC is a proud supporter.



Wow, coaching sessions with nine year old, public speaker and race car driver John Matt Murphy IV (see – NASCAR Driving for Diversity). Matt, has been a client of DBC for two years, and has had the opportunity to speak at the CIAA and race in front of thousands. If your child has high aspirations, call the DBC office and schedule youth coaching sessions for your child.

October 5, 2009

Bishop Spaugh Community Academy is proud to present it's "We're Back In School and Ready to Win" event during their Homecoming Week, and has pulled out all the stops... Mr. Kenston J. Griffin will provide an inspiring keynote to start the week off right.



October 6, 2009



Dream Builders Communication, Inc. will be presenting to the collaborative entities with Benedict College, and surrounding colleges in the South Carolina area. Hundreds of future educators will have the opportunity to receive tools & strategies towards implementing true diversity inside and outside of the classrooms. Many educators today are challenged with the never-ending changes of staff, students, policy, and procedures. This workshop is designed to enhance the unknown, develop the untapped, and measure your overall awareness of who you work with and for. *"Diversity Is More Than What You See"* is an incredible workshop that DBC will present at Benedict College. The campus is already starting to buzz with anticipation. This event will pull the trigger of action, and not just awareness.

BIG EVENTS in OCTOBER

October 7, 2009

Dream Builders Communication, Inc. believes in providing support across the spectrum. While promoting positive and safe living environments, the Lakeview Homeowners Association has invited DBC to assist with creating an organizational structure, and establishing more effective neighborhood communication, while ensuring productivity with full checks and balances. This division of DBC is one of the under currents that pushes communities to successful Home Owners Association's and increase of home value.



October 8, 2009

DBC will work with the parents of CMS Title 1 School. Ensuring the parental participation in the Parent Policy is just one of the many program highlights of the DBC Educational Program. We will be working in conjunction with Principal Denise Watt to effect a change in Bishop Spaugh Community Academy and its surrounding community throughout the year.

October 10, 2009

The Visiting International Faculty has secured Mr. Kenston J. Griffin as it's National Training Event Keynote speaker. Mr. Griffin will be at the VIF Conference presenting from his soon to be New York's Best Seller List: *"Your Turning Point Starts Now."*



October 21, 2009

North Carolina A&T State University has invited Dream Builders Communication, Inc. to return and conduct training session and keynote events. The Council of President will participate in this training session with DBC,

AGGIE PRIDE! ...

October 23, 2009

Dream Builders Communication, Inc. and our *T.A.G. 21st CCLC* will be hosting the North Carolina DPI Region V's Regional Training Event featuring Nationally Known Speaker & Trainers: Kenston J Griffin, Special Guest Speakers -ISS –Brady Johnson, Superintendent & (TAG Statesville) Dr. Edward Sadler, and more to be announced.



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**Academic Training, Community Development,
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