

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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Book Special

"If Better is Possible, Good is No Longer an Option" (CD)



**ONLY
\$12.00**

"A Shifting in the Paradigm"

Consider this. Whether it may become Your Good, Your Better, or Your Best, after this month's newsletter you can never sit and rest until Your Good Becomes Your Better and Your Better Becomes Your Best.

Greetings & Good Day!

This month's CEO's corner is going to be better than good and better than most. We are going to evaluate our paradigm and ensure that it not only shifts but shifts *powerfully & prophetically* for your good. According to the Webster Dictionary, a *paradigm shift is a change from one way of thinking to another*. In other words, it does not just happen but it is like a revolution, a transformation or even some sort of metamorphosis. Therefore, if you want a paradigm shift it is time to CHANGE. However, this is not just something to say, you must make the shift in your mind for now and forever more.

Some of you may be asking the question, *how do I do that?* Well, I am glad you asked. Dream Builders Communication, Inc. takes pride in working with some of the brightest, most brilliant minds across the country, and all of these leaders understand the power of an effective paradigm shift starts with "YOU," and your willingness to change.

According to **Mr. Mushsin Muhammad, NFL Carolina Panther All-Pro Receiver**, "*a paradigm shift is when contact makes impact in your whole life for the rest of your life.*" According to **Mr. Andy Callahan, CEO of the Greater YMCA of Charlotte**, "*a paradigm shift is when one mind has transformed from thinking to doing and from doing to getting it done effectively and efficiently to create the necessary change for the common good.*" And finally, according to **Dr. Terry Holliday, North Carolina State Superintendent of the Year 2009**, "*a paradigm shift is when young minds have the "ahuh" moment that a dream of education becomes the reality of successful learning that is applied daily.*"

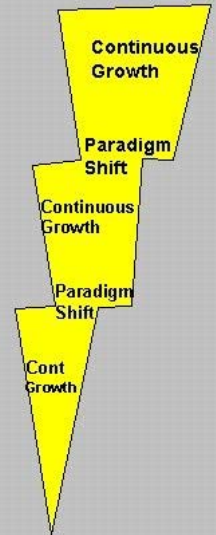
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CEO'S CORNER continued

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Now, after hearing from these three leaders from totally different back grounds, the results are essentially the same, you must start with the end in mind in order to change the whole person from the common good that all minds will have the “*ahuh*” moment. It may not be your fault that you were down sized, right sized, or just kicked out, but it is your fault if you do not take control of your destiny and have the “*ahuh*” paradigm shift to know that it is your day, your week, your month, and ultimately your year to make better possible, because good is no longer and option.

Kenston J Griffin, CEO



Realizing the Dream

By: Roderick Land



Everyone has a dream somewhere deep inside them. Sometimes our “job” is to help others get that dream out. I believe that there are five basic steps to making it happen. One can expand and expound on these to fit just about every situation of achieving.

First, the dream has to be **HEARD**. Regardless of when the dream is heard, it can happen, although the earlier in life the better. It may be too late for Billy to play football in the NFL if he is 28 years old and has never played. However, if he were to hear that at 6 or 7 years of age it would have been much easier for him.

Secondly, the dream has to be **BELIEVED**. It would do little Susy no good for people to tell her that she does excellent in math and science and could really do great things in the field if she pursued it, and she didn't believe it. I have heard it said before that “you have got to believe it, to achieve it,” and I am a firm believer in that idiom.

The third basic step to realizing the dream inside of you is you have to **SPEAK**. All of the steps are all present tense continuum. You have to keep hearing, keep believing, and keep speaking. You will hear more and believe more when you speak more. The little blue engine had to keep saying “I think I can” over and over, until he did!!

After speaking the dream for a period of time, and I don't know the time, you will **KNOW** the dream. The knowing I am speaking of is a deep know within oneself that it (the dream) is going to happen, not hoping and believing but knowing. There is a Greek word for the word know which means a deep and intimate understanding of a thing. That is the kind of knowing I am talking about.

The last and final step to realizing the dream is to **DO** it. Hearing, believing, speaking, and even knowing is great. However, until you do it, it is still in the dream state. I encourage you to do your dream. If you fall get up, if you stumble straighten up, if you get turned around, turn back, and when it is all is said and done, just like the shoe company says, “JUST DO IT!”

Oh! To Be Free

By: Tonya R. Allen

Do you feel that you have to do everything for everybody? Do you believe that in order for anything to be done correctly, you must complete the task yourself? If so, then join the *Superwoman/man* club. WOW, did that hurt? If I may be honest, it hurt me to the core. I finally admitted that I suffered from this issue while I was meeting with a mentor of mine this past week. Not that I believe I am perfect or that I am the best at everything, but as a single mother (parent), this has truly taken me down the path of do it myself. From sun up to sun down, single mothers (parents) work to complete the tasks before them, and still remain grounded/balanced. Life surely has a way of causing individuals to gravitate towards one direction more so than the other; however, it takes consistency, dedication, and perseverance to remain grounded and balanced.



As super heroes go, they all have some form of secret identity to assist in the remaining balanced process. Even super heroes struggle with the concept of being everything to everybody, as well as keeping the people they love out of harms way. Regardless of the situation, Superman (Clark Kent) spent a great deal of his life towards keeping Lois Lane safe from all the evil villains. But yet, she still seemed to find herself faced with some situations that jeopardized her safety. Even Batman (Bruce Wayne) had to rescue Robin more times than not. And of course, Spiderman (Peter Parker) fought to keep Mary Jane and Aunt May from life threatening situations.

At this point, some of you may be wondering what does this have to do with anything. Well, the point is, all people need other people, even *super heroes*. Depending on the person you ask, the type of mind set they currently possess, and the extent of their personal wisdom depicts the type of response you will receive. If we take the time to **be here now** we can begin to allow others to assist in completing the tasks. The fact of the matter is that others may be very capable at completing tasks, if provided the opportunity too. What does **be here now** mean? It simply translates to this, whatever you are doing, wherever you maybe, whomever you are in the present moment, BE THERE and focus on the task before you. Superwomen/men limit the multi-tasking and delegate tasks to others. While delegating, we open the doors of opportunities for and to others.

Even though you are capable of completing all the tasks, leave some for others to complete, and if they do not complete the task as you, or even if they are not as successful, allow others the opportunity. In closing, below are some tips on delegating from the leadership website www.walkthetalk.com.

When TO Delegate

- ➔ When the task is really someone else's to do.
- ➔ When it provides a fairly low-risk opportunity for someone to learn, grow, and develop.
- ➔ When someone else is equally (or better) equipped to handle it.
- ➔ When you are more concerned that something gets done and less concerned that it gets done in a certain way.

When NOT to Delegate

- ➔ When you haven't helped the person prioritize the new task relative to your other expectations.
- ➔ When you won't be accessible for any counsel and guidance that the person may need.
- ➔ When someone is new, too inexperienced, or otherwise incapable of performing the task.
- ➔ When you truly are the best person to handle it – due to sensitivity, confidentiality, timing, experience, etc.

What Makes a Good Team Player?

By: Christopher Land

Understanding the Directions



Over the last few month's I have been writing about, "What Makes A Good Team Player". Well this month I will stay in the same vein, yet a slightly different angle. **Understanding** and **Direction** are always necessary for a good team player to be good, although typically the direction is set by the team lead, supervisor, or coach. The understanding of the direction is what a good team player gets, and then goes full steam ahead.

Let's equate this to a football team's play if the play is designed to be a "run right", between the tackle and the end. The direction is set by the coach (boss, manager) and usually given to the quarterback (team lead). The quarterback (team lead) then disseminates the information to the rest of the team in

the huddle (team meeting). At this point, all the team players know the direction (right, between the tackle and end). Now as a good team player, you have a specific role and responsibility in order to make the play gain its fullest potential. If the players at the point of contact do exactly what they should do, then the play has the opportunity to be somewhat successful and possibly gain a few yards.

Looking at the same scenario, yet a player (the end) is unclear of the direction of the play. If he should push right or left, if he blocks in the wrong direction, it screws up the entire play and minimizes the chance for success. One player with the wrong understanding of the directions decreases the team's opportunity for greater success. In football even if the "play" is on the opposite side of the field, it is each good team player's responsibility to carry out his or her assignment. One player not carrying out his or her assignment completely disrupts the entire team. You increase your chances to score – make the sale, get the contract signed – when every player works as a good team player, by understanding the directions given by the team lead.

The Agenda

By: Tiffany Jacobs

Attention all students!

- How is the start of the new school year?*
- What are you going to do?*
- What is your agenda for this new academic year?*
- Are you setting goals to achieve throughout the year and semesters?*
- Are you remaining balanced?*

If your answers to those questions are yes, then congrats to you for starting on the right track! Being on

the right track with going back to school is imperative to setting the pace for success. It is important to go into the classroom focused on learning, achieving, and believing in yourself that this year will be the best academic year yet.

You can defeat procrastination, you can make those excellent grades, and yes, you can be a leader! It all starts with having the internal motivation to want to get ahead and make studying your top priority. It starts with walking into the classroom with a positive attitude that there are no limits to what you can learn and gain in knowledge.

So make it happen and start now, if you have not already, and post those attainable goals anywhere in your eyesight and look at them daily. Make it a great year; it is up to you!

Financial Corner

By: Yolanda Polk



WANT TO TEACH YOUR CHILDREN ABOUT MONEY? PART II

How do we teach our children or this next generation about saving and spending? We need to teach our children about saving for the future. We have a responsibility to give our children all the tools necessary so that their future is brighter. Select some if not all of the tools listed below and see what difference it may make in your child or children's lives. (CNNMONEY.COM) Like I always say "Success Is A Journey Not A Sprint"

One way to encourage your children to develop sound money discipline is to make savings a condition of their allowances. So try to account for this when deciding on a weekly or monthly figure.

This, of course, means setting a budget - and deciding what to do when children run afoul of their own guidelines.

One answer is to require them to save their allowances in locked boxes. But since this doesn't teach restraint and you won't always be around to oversee savings deposits, there are more instructive ways to make the point.

Neale S. Godfrey, co-author with Carolina Edwards of *Money Doesn't Grow on Trees: A Parent's Guide*

to *Raising Financially Responsible Children* (Fireside, 1994), recommends what she calls the Bill-Paying Game, inspired by a scene in the film "I Remember Mama."

Count out a reasonable "salary" in play money, like that from a Monopoly game. Then, take some old bills and write the amount due on the back of the envelope of each. Show the child the entries in each for "date due," "minimum payment due" and "balance due," then let them decide how much to pay. If the allotted money is enough to pay the bills, everyone wins.

Use the leftover money to introduce the concept of savings. The younger your child, the more limited his or her concept of time.

If they have been receiving your sage financial teachings from an early age, older children should not have trouble understanding the concepts of long-term and short-term saving. If not, illustrate the concepts by using goals, as with a new video game a month from now versus a bicycle this summer. Remind them of these goals to keep them from straying.

The more worthy and ambitious the long-term goal, the more you may want to consider matching grants to reward your child's savings discipline. These grants can be anywhere from 1.25 to 1 to 3 or 4 to 1.



Younger children understandably have trouble grasping off-site savings, so the best mechanism for them is often a piggy bank for coins and a wallet for bills. Count the money with them periodically and tell them how close they've come to their goals. Above all, praise their progress.

T.A.G. SUMMER PROGRAM FINALE!



Dream Builders Communication, Inc. 21st Century Community Learning Center T.A.G. (Together Achieving Greatness) Summer Program ended with a special program on August 7, 2009 at Clarks Chapel Baptist Church, 806 Eufola Road, Statesville, NC and on August 15, 2009 at St. Stephens AME Zion Church, 201 West Franklin Blvd in Gastonia, NC.

Parents, family members, and members and leaders of the respective communities came out to support the youth as they displayed their talents along with what they learned.

Highlights from each location included reciting the DBC pledge, singing, liturgical dance, and recognition for each child who attended.

Please join us in thanking all teachers, volunteers, students, sponsors, and the site coordinators for their support, leadership, and a job well done.

If you would like more information on the TAG Afterschool Program, please contact the Dream Builders Communication, Inc. office at 704-595-1884.

EVENTS in SEPTEMBER



September 3, 2009

Dream Builders Communication will be presenting the first of a series of Professional Staff Development sessions at Westerly Hills Elementary School. This session will include strategies on Differential Learning Styles and Best Practices to Teach At Risk Students .

September 9, 2009

DBC will be having our initial student Academic Achievement, and Leadership Development sessions at Westerly Hills Elementary School. Principal March has requested that DBC support the staff with students (reading and leadership) sessions, staff development, and parental involvement events.

September 10-13, 2009

DBC will be featured presenters at the **Florida Reading Association Conference**. DBC's master trainers will present some of the newest techniques and strategies to increase students desire to read. They will share best practices to encourage students to "Read to Learn" and ensuring that the students are not just "Learning to Read."



September 14, 2009



School is back in session and so is the Dream Builders Communication, Inc. 21st Century Community Learning Center *T.A.G.* After-School Program. The *T.A.G.* Program's purpose is to enhance and assist students in the areas of academic enrichment & support, leadership, and social/live skills necessary to achieve holistically, while incorporating this through FUN! We have found that *what students learn through pleasure, they retain for a lifetime.* To those returning families, welcome back! To those new families, welcome

aboard! And, to those families seeking a safe, nurturing, academic enhancing program, please contact the DBC Corporate Office at 704-595-1884 for additional information.

EVENTS in SEPTEMBER

September 21-22, 2009



DBC will be featured at the **South Carolina 8th Annual Statewide After-School Conference**, where Kenston J. Griffin will share one of his signature workshops, *“It Only Takes Everything You’ve Got.”* This dynamic high-energy interactive workshop has been requested across the nation, and now we are bringing it to the South Carolina conference.

Be sure to get there early, as there will be limited seating.

September 29, 2009

DBC will be returning to Charlotte-Mecklenburg Schools to deliver a power-packed workshop presenting Best Practices for Teaching African American students. The staff of Walter G Byers Elementary is in for a special treat, as they have reached out to DBC to provide their Professional Staff Development sessions for the 2009-2010 year.

Contact Us:

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