

Kenston J. Griffin

**Dream Builders Communication, Inc.**

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



Volume 3. Issue 4

**NEWSLETTER**

April 2008

## LEADERSHIP AT ITS FINEST

Several years ago I was training a group of corporate CEO's. At that time I clearly understood that managing adults can sometimes be like having a "grown-up" day care center. What a headache this could be!!

However, I now have had the privilege to work with more and more young people across the country. I believe that our country, yes our country, may be faced with some challenges, but with the new wave of leadership being displayed and implemented at a local high school in Statesville, North Carolina, hope and opportunity is transcending the boundaries towards CHANGE.



Once a year the principal, Mr. Larry Rogers, and his leadership team pull together student leaders to assist in enhancing the school, not only socially but academically as well. Principal Rogers states, "Students need to be prepared academically, but the gaining of leadership skills are essential in having a successful adulthood. Therefore, we provide a high level leadership training program. This training includes

the Superintendent of Iredell-Statesville Schools, my leadership team of Statesville High School, and added this year Dream Builders Communication, Inc." Principal Rogers also states, "My students are not perfect, but enter to learn and exit to serve our community, colleges/universities, and our country. I am very proud of each and every one of them."

Statesville High School received the following awards: U. S. News & World Report - SILVER Medal, and the U. S. News - America's Best High Schools.

**Kenston J. Griffin**  
Chief Executive Officer

## **SPECIAL FEATURE:**

*Dream Builders Communication, Inc. would like to introduce to some and present to others the **DBC Golden Apple Award**. Read more about this award and the recipient, **Mrs. Katherine Shelly**, on page two.*



### ***In this Issue:***

- ◆ Golden Apple Award - Katherine Shelly 2
- ◆ Do They See What You See? 3
- ◆ The Seven Keys to Leadership 3
- ◆ What Price Are You Willing to Pay? 4
- ◆ Financial Corner - Common Mistakes 5
- ◆ **Book Special of the Month** 5

## Golden Apple Award - February 2008

### Katherine Shelly

Hamlet Junior High School, Richmond County

Richmond County is proud to have **Mrs. Katherine Shelly** to be a part of its school system. Hamlet Junior High School is blessed to have her as an educator at their school, and DBC is pleased to have her as a friend of its program. Mrs. Shelly was awarded the February 2008 DBC Golden Apple Award for her contributions and helpfulness to the DBC trainer and program. This prestigious award has been awarded to Educators “caught” going above and beyond the call of duty in the process of educating our students. She has freely shared her time, information, and knowledge to better assist DBC with supporting Hamlet Junior High’s students.



Mrs. Kelly receives the DBC Golden Apple Award from Christopher Land, Business Manager of Dream Builders.



Mrs. Shelly is a graduate of the University of North Carolina at Pembroke. She has been in the field of education for sixteen years, serving at Monroe Avenue Elementary and currently at Hamlet Junior High, home of the Hamlet Red Rams. She is a ninth grade math teacher who enjoys spending time with her family.

I have had the opportunity to travel to Richmond County, reached out to Mrs. Shelly, and was blown away. She surrendered her lunch time to give me a “student profile” for each student in the DBC subgroups. Several of whom she had taught in fifth or sixth grades. She also shared her current lesson with us so we would be on pace with the educators at Hamlet. We were extremely impressed with some of the responses we received from the students who complimented Mrs. Shelly very highly. We’ve heard that some students even have her home phone number, and will call on her for homework assistance. WOW! How many of us will do that? Her care and concern for the betterment of students reigns supreme. DBC appreciates and notices her efforts. Kudos to **Mrs. Katherine Shelly** – *winner of the DBC February 2008 Golden Apple Award*, we are happy to honor you.

Richmond County Schools

Teaching - Learning  
Touching Tomorrow Today

## DO THEY SEE WHAT YOU SEE?

By: Roderick Land

I recently came across a story of a young man upset after losing his wrestling match in a big tournament. "I had the guy down and on his back, and the ref didn't give me points," the young man lamented. After some discussion with a close friend and teammate, the grappler realized that the ref saw the action for what it was, that the young man did not have complete control of the move, and therefore, he could not grant the points.

We hear it time and time again, that "Mrs. Jones doesn't like me" or "Mr. Smith has favorites" or "he does this or that because I am Black/White /Hispanic." The truth of the matter is that usually we see things from our perspective and sometimes we miss the big picture. Some things we "have under our control", we really do not.

Because of all sorts of media today, from television to radio to the internet, children are constantly being bombarded with "lifestyles of the rich and famous". We, as Dream Builders are always seeing the next "Le Bron" or "50 cent" or "lil Wayne" or "Hannah Montana". The truth of the matter is that these children sometime cannot rap or rhyme to save there lives, or cannot shoot the ball straight if we drew them a line. We have to find a way to ground the children.



LeBron James,  
Cleveland Cavaliers

I have heard time and time again of the smart guy or girl that realized that they couldn't be the star they wanted to be, so they found other ways to get close as possible. Someone has to be the producer of the music, or the director of the videos. If a child is set on going into a particular career, and in your objective opinion they don't have much of a chance, instead of

trying to force a round peg into a square hole, try giving them alternatives that can be more readily achieved by the talents that they have. They may not see it as something they want to do immediately, but give it time, and they will.

The oak tree did not start as an oak but just a nut. It had to be buried and unseen for a while, but soon it was seen for what it was. Once "discovered" it wasn't the biggest tree around either. However, as time went on, weathering dry, hot summers and cold, cruel winters, it hung around. Later, not sooner, it was the largest, biggest, strongest, oak tree around.



If we help ground and direct our children, to help them see themselves as others see them, we could stop having all these "nuts" hanging around and have some strong trees!! As always remember, "you cannot succeed if you do not try!"



## THE 7 KEYS TO LEADERSHIP

By: Christopher Land

I recently attended a conference in Atlanta, Georgia, where I was able to take part in an inspirational training event. It was awesome! I wanted to share with you some of the information shared with me. I have taken the liberty to expound and piece together something from all the speakers, add just a bit more on this subject matter, and make it my own. The first key in the "7 Keys to Leadership" is: **Be a good listener.**

(Continued on page 4)

(Continued from page 3)

**Wow!!** Would you ever think a good leader would have to be a good listener? Actually yes, I would hope that one would understand that point first. Listening skills are vitally important. If one learns to listen, one can learn to lead. By developing keen listening skills, one learns the true needs of another person, business, or institution. Listening is essential to success of anyone in leadership. Whether it is listening to a suggestion of an employee, a need or complaint of a client, or the direction of others, make sure to listen intently. Ask open-ended questions, to get to the root of the issue. Do not prepare your answer until he or she is completely finished with their statement.

To ensure you have captured what was stated, repeat or restate the gist of the concern/statement. Listen with an ear for understanding; place yourself in their shoes (position). Decipher that unsaid but heart felt message. Do not just hear them, be a good listener. We have two ears and one mouth. Leaders listen sometimes more than they talk. As we listen, we can determine the direction to go forth, with true assertiveness, aggressiveness, and certainty.

## *“What Price Are You Willing to Pay?”*

*By: Tonya R. Allen*

**What price do you have to pay  
for achieving success?**



As individuals, we all have our own definitions of what success truly amounts to. For some, it may be time to spend with family, doing the things that bring joy to the unit as a whole. For some, it may be the amount of money in the bank, and to others, it may be peace. Now, no matter which of the three correlates to your definition, the question still remains the same, what price will you pay, for **“that”** level of success!

As I look back over my life, it became very apparent, that at some point in my life I focused or believed each of the three examples as my answer (independently of each) for success. However, as I evolved into the woman I am today, I have now realized that my ideal level of success is and can be evaluated surrounding the total number of individuals I have been able to assist in tapping into their personal level of success.

Now, I ask you, “What is the price you will pay to achieve what you deem as your level of success”?



As a single parent, I initially thought spending as much time possible with my daughter revealed my level of success. Well, I quickly realized by working in the field of education and in the field of social services, my time was truly not my own. My fellow educators, you all understand that your family typically increases in size each school year. The amount of homework you have typically increased by the number of students you taught. Therefore, my time was truly not my own. So, that quickly changed my view of spending time with my family as the measuring tool for success. The amount of money in the bank was optimistic on my part, because the salary of an educator is next to non-existing.

Last but certainly not least, the desire for peace. This is still high on my list, but it has evolved into assisting others in achieving their personal success levels. In this process, my “peace” account increased, which increased my daily living and existence with peace of mind, peace of heart, and peace of the spirit. This for me is ultimately worth the price I have to pay for achieving SUCCESS!

## Financial Corner

### Series 1 of Common Mistakes

Information Provided by: Investopedia Staff



As the economic climate continues to evolve into a less (positive) predictable and stable entity of society, DBC has incorporated some common financial mistakes for you to consider. Our goal moving forward is to provide insight and strategies for INCREASE in your financial awareness and growth. DBC truly believes in all becoming balanced in the following: Personally, Professionally, Spiritually, and Financially.

*The "Federal Reserve Bank" of Cleveland reports that the personal savings rate in the U.S. has declined roughly 10% from 1985 to 2005, while the debt-to-income ratio has nearly doubled.*

#### Common Mistake #1: Spending: Excessive or Unnecessary

Initially spending a few dollars on gourmet coffee, or eating out during the week. However, when you add it up over the course of a week, a month, and ultimately the year, this money could very well be added to the principal balance on the car loan or the mortgage.

#### Common Mistake # 2: Continual Payments:

What are considered continual payments? These are payments you pay monthly without ownership. For example, cable television, magazine subscriptions, cell phones etc. Consider evaluating payments that you do not necessarily have to continue keeping.

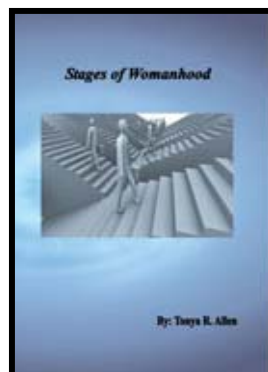
#### Common Mistake # 3: Credit Cards

Credit Cards are not dangerous. Undisciplined people with credit cards are dangerous. The issue of "charging" has become the "normal" process of today's economy. The interest rate being accrued on items that are typically expended prior to the bill being paid off, makes the actual price of the items purchased more expensive than the actual item price. This does not translate to smart "financial" sense.



### Book Special of the Month

*Stages of  
Womanhood*  
  
*Only  
\$12.00*



### 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](http://www.kenstonjgriffin.com)

Academic Training  
Community Development  
PEAK Performance Coaching  
Strategic Planning  
Team Building  
Youth Programs