

Kenston J. Griffin



Dream Builders Communication, Inc.

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

Volume 3. Issue 3

NEWSLETTER

August 2008

Inside this Issue:

- ◆ It's Never Over Until We WIN 2
- ◆ Financial Corner 2
- ◆ The 7 Keys to Leadership - Key #5 3
- ◆ Teen Scene - Enjoying the Scenery of the Detour 3
- ◆ Who I Am Makes a Difference 4

~ ~ ~ ~

Book Combo Special

4 books for

ONLY \$40.00

"Your Turning Point Starts Now"

"New Days, New Ideas"

"Stages of Womanhood"

and

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

~ ~ ~ ~

Featuring...

**Peak Performance Trainings
on
GOAL SETTING**

**Special rate
3 sessions for \$199.00**

Greetings and Good Day,

I trust your summer has been wonderful and productive. Each month Dream Builders Communication, Inc.'s aim and goal is to provide you with the highest quality of empowerment educational articles that will not only get you excited and delighted but will assist you to earn while you learn.

This month I would like to provide you **8 Keys to Getting Beyond You.**

1. Acknowledge where you are and take personal inventory
2. Close the gap between where you are and where you want to be
3. Change your thinking
4. Never confuse education with training or expertise with intelligence
5. Remember getting knocked down may not be your fault, but if you do not get back up is when you become accountable
6. Finish the task
7. Seek out a pique performance coach
8. Review key number 6

Now that we have identified these **8 Keys to Getting Beyond You**, review them for the next **eight (8)** days, preferably at **8:00 a.m.** for **eight (8)** minutes and at **8:00 p.m.** for **eight (8)** minutes.

Remember, to reach true success you must change/transform into what you want to be mentally before you see it physically.

Kenston J. Griffin
Chief Executive Officer

“It’s Never Over Until We WIN”

By: Tonya R. Allen

As the eighth month of the year 2008 is now here, the words we spoke on January 1, 2008, may tend to be a whisper in the wind. Nevertheless, it is not too late to recapture those statements of accomplishments and or resolutions.

We began to focus on all the things of day-to-day existence and failed to focus on those that cause us to stretch ourselves. The statement, *“Successful people do the things that ordinary people will not do”* has been mentioned before, but the time has come for all of us to truly evaluate what that quote means. No longer will life allow us to sit back and operate in the *status quo*. With the economic climate being such that it is, companies are seeking ways to cut the bottom line. Individuals are seeking ways to increase their personal bottom lines to meet the higher gas prices. Higher gas prices result in elevated costs for other basic necessities such as food, clothing, and shelter. The pressure is on, and now the time has come for us to regain those statements made on the first day of January 2008.

Dream Builders Communication, Inc.’s motto is *“If Better Is Possible, Good Is No Longer An Option.”* That profound statement and belief does not allow our company and those attached to the company to focus on the challenges, but to focus on SOLUTIONS. Therefore, this month we are offering a special on our **Peak Performance Coaching Sessions**. For more information, please contact our office at (704) 595-1735 and mention this article entitled: ***“It’s Never Over Until We WIN.”***



The Financial Corner

By: Yolanda Polk

With today’s economy, we must make sure we are on the right track to a healthy financial future. First question is, “Do you have your money in the right investment?” This has nothing to do with finding the most popular or perfect stock or mutual fund. The best key is changing how we think of what is the right investment. We must give up the notion that you can pick the next hot stock or mutual fund on the market; however, you can focus on the real key to life and that is retirement. Let us turn our focus to creating a blend of stocks and bonds that are aggressive enough to generate the returns we need without the risk of your retirement savings decimating by all that is going on with market meltdowns. When we are younger and feel we have more time to recover from short-term setbacks, we think we can afford to tilt our mix toward stocks. As we get older, we become more vulnerable to losses so we can gradually shift toward bonds because it is simple.

The second question is “Are you doing the right thing?” I know we all have heard plenty of times you have to fund your 401(K). Let me be clear about this maxing out your 401(K). According to financial investors, it is the surest thing you can do to put yourself on track to a prosperous retirement. A 401(K) will give you the biggest bang for your buck. You save; therefore, if you are not making a financial

(Continued on page 5)

The 7 Keys to Leadership **KEY #5 - CONTROLLING VOLUME**

By: Christopher Land



Over the last few issues I talked about the Keys of Leadership, this month is the fifth of the seven keys. As a quick review, here is one through four: **1)** Become a effective listener; **2)** Become genuine at presenting; **3)** Become an engaging trainer; **4)** Become a problem solver; and now the fifth key ... **Controlling Volume.**

As a leader, controlling volume falls directly on you. Leaders are responsible for what comes in and what goes out. The growth and heartbeat of business is volume. Every good leader has to demonstrate concern in this area. Too much can be overbearing for the team, too little will be detrimental for all. There is never a time to stop filling the funnel of new business, clients, or opportunity. As I tell our team, "If we rest on what we have now, we won't have any tomorrow." If it is not growing, it is dying. There is a sorting process leaders must be aware of, which helps in monitoring when the load gets to be heavy or one's plate is too full. Delegating duties to the appropriate parties to ensure the work is done correctly, timely, and with excellence is all a part of controlling volume. Allow open communication in team meetings to determine who could, who should, and most importantly, who will do what has to be done.

The control of the volume of work and new business is important to keeping the team and the company going in the right direction. Mr. Kenston Griffin often states, "Every dollar isn't a good dollar." Keeping the integrity of what proposals, agreements, and contracts are presented, offered, and signed are all part of the volume. Continue to monitor the flow from the start or first contact with a client until the relationship is fully developed. Understand the

timeline and the speed of business is vital. If the business is large enough make sure the managers are giving full disclosure of the ebbs and flows, the pace, and the volume. Because, leaders, when it's all said and done, ultimately controlling the volume is your responsibility.

Teen Scene **ENJOYING THE SCENERY OF A DETOUR**

By: Tiffany Jacobs

Hello again my friends,

Last month I encouraged you to embrace your new beginnings and achieve your goals. We know new beginnings exist because morning comes everyday and greets us with sunshine. We must learn to smile back and realize all the wonderful small things that make a big difference in our lives and keeps us energized in running towards our goals.

Sometimes in the sprint towards those goals, we find ourselves taking a detour. For whatever reason it may be, we must learn to keep our focus on our goals and not allow the detour to detach us from achieving.



Similar to driving, many do not enjoy detours because of distractions, feeling of inadequacy, and lack of knowledge of the environment. However, the lesson is not getting depressed about the detour but observing the scenery. The biggest lesson may be that we simply need to enjoy the little things in life. Just because little things matter does not mean you should accept less than the best. It is about not taking things in life for granted and allowing the detours to give us a sincere gratitude for our new beginnings.

(Continued on page 4)

(Continued from page 3)

As we bustle around our busy lives like busy bees on a mission, we sometimes forget the things in the detour that help us along. Even the bees keep their tenacity in producing honey despite what may get in their way. They take time to smell the flowers. We must take lessons learned from all things great and small and appreciate our lives and new beginnings.

You might ask how?

- ◆ **Stop and smell the flowers, marvel at the beauty of God's grandeur and blessings!**
- ◆ **Take some time and treat yourself to one of your favorite things!**
- ◆ **Love yourself!**
- ◆ **Keep a smile!**
- ◆ **Most of all, keep going!**



Do not focus on the detour, but on the beauty in it. Do not stay too long in the detour and get off track.

Remember, you have a new beginning and you are acknowledging the scenery in the detour, which allows you to appreciate your new beginning and achieve your goals.

~ ~ ~

Who I Am Makes a Difference!

By: Roderick Land

Recently, I received an email from a dear cousin of mine that I would like to share. It is lengthy but I think it is “good food for thought” helping us to further realize the impact we have on other people’s lives.

A teacher in New York decided to honor each of her seniors in High School by telling them the difference each of them had made. She called each student to the front of the class, one at a time. First, she told them how they made a difference to her, and then to the class. Then she presented each of them with a blue ribbon, imprinted with gold letters, which read, “Who I Am Makes a Difference.”



Afterwards, the teacher decided to do a class project, to see what kind of impact recognition would have on a community. She gave each student three more blue ribbons, and instructed them to go out and spread this acknowledgement ceremony. Then they were to follow up on the results, see who honored whom, and report to the class in about a week.

One of the boys went to a junior executive in a nearby company, and honored him for helping with his career planning. He gave him a blue ribbon, and put it on his shirt. Then he gave him two extra ribbons and said, “We’re doing a class project on recognition, and we’d like you to go out, find someone to honor, and give them a blue ribbon.

Later that day, the junior executive went in to see his boss, who had a reputation of being kind of a grouchy fellow. The junior exec told the boss that he deeply admired him and that he was a creative genius. The boss seemed very surprised. The younger executive asked him if he would accept the gift of the blue ribbon, and give him permission to put it on him. His boss said, “Well, sure.” The junior executive took one of the blue ribbons and placed it right on the boss jacket, above his heart. Then asked, offering him the last ribbon, “Would you take this extra ribbon, and pass it on by honoring somebody else. The teenager who gave me these is doing a school project, and we want to keep this ribbon ceremony going and see how it affects people.”

(Continued on page 5)

(Continued from page 4)



That night, the boss came home and sat down with his 14-year-old son. He said, "The most incredible thing happened to me today. I was in my office, and one of my employees came in and told me he admired me, and gave me a ribbon for being a creative genius. Imagine! He thinks I am a creative genius! Then he put a blue ribbon on me that says, "Who I Am Makes a Difference." He gave me an extra ribbon and asked me to find somebody else to honor. As I was riding home tonight, I started thinking about you. I want to honor you. My days are hectic and when I come home, I do not pay a lot of attention to you. I yell at you for not getting good enough grades, and for your messy bedroom. Somehow, tonight, I just wanted to sit here and, well, just let you know that you make a difference to me. Besides your mother, you are the most important person in my life. You're a great kid, and I love you!"

The startled boy started to sob and sob, could not stop crying. His whole body shook. He looked up at his father and said through his tears, "Dad, earlier tonight I sat in my room and wrote you and Mom, explaining why I had took my life, and asked you to forgive me. I was going to commit suicide tonight after you were asleep. I just did not think you cared at all. The letter is upstairs. I do not think I will need it after all.

His father walked upstairs and found a heartfelt letter full of anguish and pain. The boss went back to work a changed man. He was no longer a grouch, but made sure to let all of his employees know that they made a difference. The junior executive helped many other young people with career planning, one being the boss' son, and never forgot to let them know that they made a difference in his life. In addition, the young man and his classmates learned a valuable lesson:

"Who you are DOES make a difference."

Author Helice "Sparky" Bridges

(Continued from page 2)

contribution or maxing out your 401(K) you may not be serious about retirement. My recommendation is for you to take some time to evaluate where you desire to be long term and to make sure you are maximizing all of your options.

"Success Is A Journey Not A Sprint"

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!**