



FOCUS YOUR VISION

WITH DEWITT JONES

LEADER'S GUIDE

FOCUS
YOUR
VISION
WITH DEWITT JONES

❖ LEADER'S GUIDE ❖

Focus Your Vision

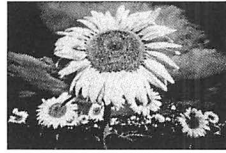
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Address all inquiries to:
Star Thrower Distribution Corporation
26 East Exchange Street, Suite 600
St. Paul, MN 55101

Toll Free: 800.242.3220
Phone: 651.602.9630
Fax: 651.602.0037

www.starthrower.com



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Welcome To **FOCUS** Your **Vision**

Thank you for your interest in Focus Your Vision.

One of the most significant lessons I have learned in my life is the importance of having a focused vision. Those visions keep me going and help me determine if I'm on the right track. In this film, I'd like to share with you how I create a focused vision.

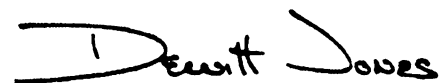
Whether it's in my work or in my life, focusing my vision enables me to become more in tune with myself and those around me. It helps me find the purpose, the foundation of whatever I'm doing.

Without a focused vision, it's all too easy to rush through life without direction, without realizing where we're going or how we might use all that surrounds us to achieve our goals.

That's why it is so critical to use our intellect and our intuition to find those visions. When we take risks and believe in ourselves, we can turn our visions into reality and live that reality with passion.

There are visions out there that can take us to places we never dreamed possible. All we need to do is bring them into focus!

All my best,



Dewitt Jones

Dewitt Jones Training Films

EVERYDAY CREATIVITY

How do we look at the ordinary and see the extraordinary? Join Dewitt Jones in his best selling training program, *Everyday Creativity*, as he shares inspirational stories and stunning examples of his work, using the camera lens as a metaphor. Viewers will learn that creativity is not about being artistic, but about an attitude! An attitude that can change our perspective, invite limitless opportunities, and help us see the extraordinary.

Key Concepts:

- ☉ Creativity is a matter of perspective.
- ☉ There's always more than one right answer.
- ☉ Don't be afraid to make mistakes.
- ☉ Learn to break the pattern.
- ☉ Reframe problems into opportunities.
- ☉ Train your technique.

CELEBRATE WHAT'S RIGHT WITH THE WORLD™

In *Celebrate What's Right With The World*, Dewitt Jones asks: Do we choose to see possibilities? Do we really believe they're there? He assures us that we will see it only when we believe it. And when we believe it, we will find possibilities that give us the courage to soar.

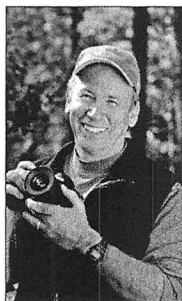
Key Concepts:

- ☉ Believe it and you'll see it.
- ☉ Recognize abundance.
- ☉ Look for possibilities.
- ☉ Unleash your energy to fix what's wrong.
- ☉ Ride the changes.
- ☉ Take yourself to your edge.
- ☉ Be your best for the world.

About Dewitt Jones

Dewitt Jones is one of America's top professional photographers. Twenty years with National Geographic, photographing stories all over the globe, has earned him the reputation as a world-class photojournalist. As a motion picture director, two of Dewitt's films were nominated for Academy Awards.

In the business community, Dewitt's work is also well known. He rose to the forefront of creative marketing by photographing national advertising campaigns for organizations such as Dewar's Scotch, Canon, and United Airlines.



Dewitt Jones

Dewitt has published nine books including *California!* and *John Muir's High Sierra*. His most recent book, *The Nature of Leadership*, was created in collaboration with Stephen R. Covey.

Speaking to audiences across the country, Dewitt is recognized as a renowned lecturer. His genuine style and ability to communicate with audiences make his presentations truly outstanding. Dewitt's inspirational messages are further discussed in his training programs: *Everyday Creativity*, *Celebrate What's Right With The World*, and *Focus Your Vision*.

Dewitt graduated from Dartmouth College with a B.A. in drama and holds a Master's Degree in filmmaking from the University of California at Los Angeles.

Using the Leader's Guide

The Leader's Guide examines the concepts presented in *Focus Your Vision* and further expands upon each idea. Its purpose is to help you assist your group members examine and apply the information from the film. As the participants in your group watch *Focus Your Vision* and complete the exercises, you will want to help them think about how the concepts apply to your organization.

The Leader's Guide follows the format described below:

1. PRESENTING THE CONCEPT

A. Key Concept:

The key concepts are training points taken directly from *Focus Your Vision*.

B. From the Film

These are memorable quotes taken directly from the film's transcript. They pertain to the section's key concept and should help you review Dewitt's explanation of each idea.

C. Program Insight

These sections describe the key concepts in great detail. The explanations will help you discuss the concepts in your own words.

2. DEVELOPING FURTHER DISCUSSION: FACILITATOR QUESTIONS AND POSSIBLE RESPONSES

The suggested facilitator questions, along with the possible responses, are designed to help you generate meaningful discussions of the key concepts in *Focus Your Vision*. Additionally, the questions will help you gauge how well the members of your group understand and can apply the concepts. (*Note: The Focus Your Vision workbook is also available to individually assist participants.*)

3. PUTTING IT INTO PRACTICE

A. Group Activity

The suggested activities give participants an opportunity to interact and get to know each other while they continue to study and apply the concepts. You can also modify these activities to make them more relevant for your organization.

B. Dos and Don'ts

Some practical tips for applying the concepts are provided here.

Facilitation Tips

BEFORE THE SESSION:

To help your participants gain as much as possible from *Focus Your Vision*, you will want to review both the program and the Leader's Guide before the session. It is helpful to consider how the concepts apply to your organization. Think about the projects with which your group is involved, as well as any challenges that are likely to lie ahead. You will also want to consider potential comments and questions that participants might have after seeing the program.

DURING THE SESSION:

- ☛ Welcome participants as they arrive.
- ☛ Although you will have already watched *Focus Your Vision*, sit with your group and watch it again. Participants will feel that you are involved and interested in the subject.
- ☛ At the end of the program, sit quietly for a moment before turning on the lights; give viewers time to think about what they saw.
- ☛ When you ask the group a question, be patient if they don't respond immediately. Give them several seconds; if they still need prompting, use the questions in the Leader's Guide to get the discussion going.
- ☛ If the discussion becomes sidetracked, guide it back to the topic of focusing your vision.
- ☛ Discourage side conversations that only involve a few people. Again, bring everyone back to the topic of the program.

Training Tools

FOCUS YOUR VISION CD-ROM

This CD-ROM contains two PowerPoint® Presentations. The first summarizes the primary concepts from the film. You can modify the presentation to make it more specific to your organization. It serves as an excellent discussion starter and review of the program. The second presentation, entitled *Living the Vision*, correlates directly with the group activity with the same name.

Additionally, the CD-ROM includes a direct transcript from the program.

FOCUS YOUR VISION WORKBOOK

The workbook assists in individual learning. Designed to work with the program, it does not assume that a facilitator is involved. Of course, the workbooks can also be used for group study. One workbook is included with the package.

FOCUS YOUR VISION POCKET REMINDER CARDS

The cards, which list the key concepts, can be given to participants as quick reminders of the ideas discussed in the program.

Workshop Training Options

	ONE HOUR WORKSHOP	HALF DAY WORKSHOP	FULL DAY WORKSHOP
INTRODUCTION/SHOW	Focus Your Vision	Focus Your Vision	Focus Your Vision After the break, show the PowerPoint® Presentation.
DISCUSSION	Review three training concepts from the Leader's Guide. Ask questions and complete team activities -OR- Review four training concepts from the Leader's Guide. Ask questions or complete team activities.	Review five training concepts from the Leader's Guide. Ask all questions and complete team activities.	Review all training concepts from the Leader's Guide. Ask all questions and complete team activities. Discuss five before the break and two after.
PRACTICE	Complete From Good . . . to Great . . . to Extraordinary activity.	Complete two activities -OR- Complete Living the Vision activity with accompanying PowerPoint® Presentation.	Complete all activities including Living the Vision activity with accompanying PowerPoint® Presentation.
CONCLUSION		PowerPoint® Presentation	Celebrate What's Right With The World
PASS OUT	Pocket Reminder Cards	Pocket Reminder Cards	Pocket Reminder Cards

The Key Concepts

Listed below are the key concepts explored in the film and further explained in this Leader's Guide. The guide includes comprehensive information on each training point, as well as questions and activities you can use to spark discussion and assist your group members in applying these concepts to their own situations.

**Key Concept 1: Keep Your Vision Focused.**

When we focus our visions, we find their purpose.

**Key Concept 2: Stop, Look, and Listen.**

Great visions don't leap out to meet us! To find one, we need to slow down and really understand what's happening.

**Key Concept 3: Hold On To The Best, Let The Rest Fall Away.**

Intellect helps us find which parts of our visions are really important and which to get rid of.

**Key Concept 4: Trust Your Intuition.**

If we learn to trust it, our intuition can reveal spectacular visions.

**Key Concept 5: It's Not Trespassing To Go Beyond Your Own Boundaries.**

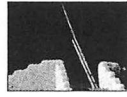
Taking risks and expanding our horizons helps us turn visions into reality.

**Key Concept 6: Make Your Vision Big Enough.**

The really big visions should never be focused too tightly.

**Key Concept 7: Do You Have Juice In Your Camera?**

Juice is the passion, the energy needed to realize our visions.



FROM THE FILM:

“WHEN YOU’RE CREATING A VISION, WHETHER IT’S A PHOTOGRAPH OR A VISION FOR YOUR COMPANY OR FOR YOUR LIFE, FOCUS IS ALWAYS THE KEY. BECAUSE WITHOUT IT, VISION HAS NO DIRECTION. NO POWER.”

KEY CONCEPT ONE

Keep Your Vision Focused

PROGRAM INSIGHT:

Most of us have goals – “to do lists” of activities we want to accomplish in our lives. Personally or professionally, in our work, our homes, our communities. Sometimes these goals may seem unattainable for a number of reasons. Maybe they are too expensive or too demanding, maybe we aren’t physically able to accomplish them, or maybe we just don’t have the time. Maybe we haven’t focused in on the vision.

It’s so easy to get carried away with an idea or an initial vision that we forget why we started working on it in the first place. This happens when, in fact, the surface looks sharp and clean, but the vision is fuzzy.

In *Focus Your Vision*, Dewitt Jones provides viewers with an example of his work out of focus. As he states, the first photo of the ceremonial kiva at the San Ildefonso Pueblo in New Mexico looks like a good picture. However, when he digs deeper and recognizes the purpose of the photograph, the vision that drew him there in the first place, his next shot is much stronger. Significantly more powerful.

When we focus our visions, we give ourselves direction. We build teams and communities. Instead of coming together because we are the same, we come together because we have a unified vision. We provide ourselves with an understanding of our vision’s purpose and enable ourselves with a roadmap of how we want to accomplish our goals.

Facilitator Question:

Have you ever become so involved in a project, either at work or at home, that you can’t remember why you started it or its overall benefit?

Possible Responses:

- ☛ Absolutely. I’ve worked on projects that after I’ve completed them, wonder why I did it.
- ☛ Sure. At work, sometimes I will get started on an idea, a brainstorm, without thinking the entire thing through. When this happens, unfortunately, I waste my time when I could have been doing something more productive.
- ☛ Not really. I think through everything I do to make sure it serves a purpose.

Facilitator Question:

In Dewitt Jones's pictures of the kiva, did you notice the difference between the first shot and the second?

Possible Responses:

- ☉ I definitely noticed a difference between the two pictures. The first was broad; whereas, the second was significantly more focused and direct.
- ☉ Not really. I thought they were both good and completely different. I liked them both a lot.
- ☉ When he discussed it in the film, I noticed a big difference.

Facilitator Question:

Have you ever reworked a vision to make it more successful? How did you feel about it?

Possible Responses:

- ☉ I actually do that a lot. At work, I revise everything I do and make sure its presentation is perfect. I know exactly what Dewitt is talking about.
- ☉ Sometimes when I have an idea or a vision, I go back to it a few days later and make sure it still works. Usually it does. When it doesn't, I start over.
- ☉ I don't like to do that. I find that it is time consuming and I like to go with my first idea and leave it at that.

TEAM ACTIVITY:

Share the following statements with your group members. You may want to customize them to your organization and have them prepared on a piece of poster board:

- ☉ Every person at our organization has a purpose.
- ☉ We strive to be one of the best organizations of this kind in the industry.
- ☉ We want all of our members to help contribute to our success.
- ☉ We are working to reduce barriers to success.

These are examples of vague visions and goals. In this exercise, ask your group to work together to improve and focus these visions. Come up with sharper, more powerful versions of these statements.

KEEP YOUR VISION FOCUSED *DOS AND DON'TS*

- ☉ Do look deep and find the purpose in your visions.
- ☉ Do work on your visions, individually or as a group, to ensure that they are strong and powerful and give you direction.
- ☉ Do share your visions with those around you! Find support from your co-workers, friends, and family members.
- ☉ Don't worry if your vision seems out of focus. All you need to do is re-evaluate it and determine what needs clarification.



FROM THE FILM:

“SO HOW DO WE FIND THOSE CLEAR, FOCUSED VISIONS? THE ONES THAT HELP US SOLVE OUR EVERYDAY PROBLEMS OR THE ONES THAT SET THE DIRECTION FOR OUR LIVES; THE ONES IN ALIGNMENT WITH OUR PASSION AND OUR VALUES.

WHEN I SHOW UP IN A NEW LOCATION, I NEVER JUST START SHOOTING. GREAT VISIONS DON’T USUALLY LEAP UP TO GREET YOU. THE FIRST THING I DO IS STOP, AND LISTEN, AND LOOK.”

KEY CONCEPT TWO

Stop, Look & Listen

PROGRAM INSIGHT:

Life in the 21st Century is as amazing as it is fast. With new technological innovations everyday, we have everything we need right at our fingertips. People are busy with work deadlines, fundraisers, extra-curricular activities, their children’s events, and so much more. Slowing down to embrace the “stop, look, and listen mentality” can be challenging. In reality, with so much to do, it isn’t easy to slow down.

However, when we do take the time to slow down and become aware of everything going on around us, that’s when the really incredible visions come. When we are conscious of the landscape around us, whether it’s in a business, a non-profit organization, or a community action group, we are more aware of our visions.

In every aspect of our lives, it is crucial to be a good listener. This is especially true when

trying to hone in on a vision. It helps us to better understand our surroundings and our peers.

Seeing is the same way. How often do we take passing glances instead of really looking to understand, to get to the bottom of what’s catching our attention?

After we slow down and really clarify our current vision, then we can move ahead.

Facilitator Question:

With the fast paced lives we live, how can slowing down actually help us find our visions? Does modern technology help or hinder our ability to do this?

Possible Responses:

- ☉ With so much to do everyday and email and the Internet right at my fingertips, slowing down is hard. When I do take the time to relax and soak it all up, I am a lot more centered and involved with the task at hand.

- ☉ I like the idea of listening. Sometimes I think I know what I need to do. Later, I find out that because I didn't listen carefully, I was wrong.
- ☉ I have too much to do. Slowing down is not an option.
- ☉ Technology is great but sometimes it makes me feel disconnected from the rest of the world. A computer screen can't substitute for a real conversation.

Facilitator Question:

When is the last time you actually slowed down? In the future, will you be able to do this more often?

Possible Responses:

- ☉ All the time. I respect what's around me – other people, nature, kids, and animals. Everyone, including myself, can use more of it though.
- ☉ I am always on the go. I can't remember the last time I slowed down like Dewitt discusses in the film. It would probably be good for me to do that more often.

Facilitator Question:

Are you a good listener? How can you improve your listening skills?

Possible Responses:

- ☉ I am definitely a good listener. I work with a lot of different people and know that if I don't listen, I am going to be in trouble.
- ☉ Usually, I am a good listener. I can always get better though. One way to get better is to pay attention to what the other person is saying and not daydream or zone out.
- ☉ I don't really work with other people so it's a non-issue for me.

ACTIVITY 1:

Break your participants up into small groups of two, three, or four. Encourage them to converse; however, do not set any parameters for their discussions. Let them talk for five to ten minutes.

Once the time is up, come back together as a large group. Ask each group member to relay everything they learned/discussed during their conversation. Some will be able to do this perfectly, while others will be challenged to remember even one portion of their discussion.

The participants will quickly realize the purpose of the exercise and it will help them evaluate their own listening skills.

ACTIVITY 2:

Ask each participant to choose a partner. Ideally, this is someone they have just met. Tell them to start talking – you can give them a subject matter like the local sports team or the upcoming election.

After a minute, direct them to practice good eye contact. After another minute, ask them to make sure to keep their hands still. Direct them to lean in.

After you determine enough time has gone by, tell your group that they were just practicing good listening and concentration skills. Review the importance of eye contact and body language.

STOP, LOOK, AND LISTEN *DOS AND DON'TS*

- ☉ Do slow down enough to be aware of your surroundings. This will help you create your vision.
- ☉ Do work on your listening and seeing skills. Make an effort to be present in every situation.
- ☉ Don't assume that just because you are paying excellent attention, that you fully understand a situation. There is nothing wrong with asking a lot of questions!



FROM THE FILM:

“I ASK MY INTELLECT TO ANALYZE THE SITUATION. TO DISCERN WHAT’S REALLY IMPORTANT AND WHAT’S NOT. THEN I FOCUS THE VISION.... HOLDING ON TO WHAT I LIKE AND GETTING RID OF EVERYTHING ELSE.

KEEPING MY EYE ON THE BEST IN THE SCENE...USING MY INTELLECT TO ENHANCE THAT, AND THEN HAVING THE COURAGE TO LET THE REST FALL AWAY.”

KEY CONCEPT **THREE**

Hold on to the *Best* Let the Rest Fall Away

PROGRAM INSIGHT:

Strong and powerful visions are focused and sharp. They tell a story, serve a purpose, facilitate a goal, and solve a problem. They are such an important element in our lives and in our work.

We want to make sure our visions always have this sharpness, this power. In order to ensure that we can obtain our visions to their fullest potential, they need to be balanced and put together correctly. So, the next step is to incorporate our intellect. When we use our intellect, it helps us analyze the situation.

Realistically, having a vision and making it happen doesn't just come naturally. Sure, part of it may, but it takes thought and careful planning as well. Are your most successful projects put together on a whim? Probably not. Chances are, you have gathered all your knowledge on the subject and spent a good deal of time and energy making it as intelligent and well thought out as possible. Even if your vision for the project

started with a plethora of ideas, you used your intellect to narrow it down, keeping the best and getting rid of the rest.

In terms of having a vision, using our intellect tells us if our vision can become a reality and what we should do to make it a reality.

Facilitator Question:

In *Focus Your Vision*, Dewitt Jones discusses how he holds onto the best part of the vision and lets the rest fall away. He also mentions that this takes courage. What does he mean? Can you give an example of a time you have had a vision and let part of it go?

Possible Responses:

- ☉ He means that in order to really focus in on a vision, you need to use your head and figure out what needs to be there and what can be left out.

- ☉ I think it's different in every situation. It can be hard to let go of something you have worked really hard on, even if you know it doesn't fit anymore. This is what he means by courage.
- ☉ Examples will vary.

Facilitator Question:

How do you think intellect comes into play when you are creating a vision? How is this applicable to your situation?

Possible Responses:

- ☉ Intellect is really important. For example, if I want to put together a business model, I need to draw from my business experience.
- ☉ It applies to my job in a lot of ways – I can have as many visions as I want. But if I don't know how to put them together, then it's futile.
- ☉ It depends. In some situations, it's necessary. In others, I only like to use my creativity.

ACTIVITY:

AND is inclusive. It allows us to see all of the choices.

BUT is exclusive. It puts restrictions on what we are trying to do.

Ask your group to sit in a circle. Ask one participant to come up with a broad idea or vision. Next, go around the circle and ask every participant to add to that idea in a positive, valuable way. They will repeat what has been said before them and then say, "AND" and then add on their thought. When the last person speaks, you should have a focused vision with the best of all options.

☉ **When we use "BUT" it looks like this:**

- We are going to have a company party.
- We are going to have a company party BUT it's too expensive.
- We are going to have a company party BUT it didn't go well last year.
- We are going to have a company party BUT how do we know people will come?

☉ **When we use "AND" it looks like this:**

- We are going to have a company party.
- We are going to have a company party AND hold it outside.
- We are going to have a company party AND hold it outside AND invite our families.
- We are going to have a company party AND hold it outside AND invite our families AND serve appetizers.

HOLD ON TO THE BEST, LET THE REST FALL AWAY *DOS AND DON'TS*

- ☉ Do use your intellect to find the best part of a vision.
- ☉ Do use your knowledge of a subject to keep your vision as clear as possible.
- ☉ Do be open to all of the options and then narrow them down.
- ☉ Don't reject any part of your vision immediately.



FROM THE FILM:

“INTUITION. I DON’T CARE WHAT YOU CALL IT, THE MUSE, THE STILL, SMALL VOICE FROM WITHIN, IT DOESN’T MATTER. WHAT DOES MATTER IS WE LEARN TO TRUST IT. BECAUSE, SO OFTEN, INTUITION CUTS THROUGH ALL THE STATIC; SPEAKS TO US FROM THE VERY CORE OF OUR BEING.”

KEY CONCEPT FOUR

Trust *Your* Intuition

PROGRAM INSIGHT:

Have you ever thought to yourself, “I just don’t feel good about that decision. I’m going to reevaluate my thought process and see if I can find a new answer?”

What about, “I just know this will work. I don’t know why, but I just do?”

If you have ever experienced this or anything like it, and most people have, then you have listened to your intuition. Everyone has it – that small voice that, maybe for some inexplicable reason, has convinced you to do something or be somewhere.

Some people call it “going with your gut” or “having a hunch.” More than the facts, intuition is just a feeling that something is going to happen.

And if you are receptive to it, your feelings can tell you a lot about yourself or your situation.

After that, it’s about having faith in yourself and your abilities. It might be about hiring that new employee or insight into that innovative, new project. When we combine our intuition with our knowledge and our experiences, we can create incredible visions.

The more we trust our intuition, the more it talks to us.

Facilitator Question:

Share with the group an occasion when you have followed your intuition. What happened? Were you glad that you did or did not follow it?

Possible Responses:

☞ Responses will vary.

Facilitator Question:

How is intuition different from emotion? Should you use one and disregard the other?

Possible Responses:

- ☉ There is a big difference between emotion and intuition. At work, I am more likely to act on my intuition than I am to act on my emotion.
- ☉ I equate emotion more to personal feelings and intuition to instinctual feelings. I am not afraid to use either in most situations.
- ☉ I don't see a lot of difference between the two. I try to keep them out of my work.

Facilitator Question:

Do you trust your intuition?

Possible Responses:

- ☉ Sometimes I do, sometimes I don't. When I do follow my gut, I am usually glad that I did.
- ☉ I always listen to my intuition and trust my instinct. If I have a good feeling about something, or a bad feeling, I respect it and make my decision accordingly.
- ☉ I go back and forth. If I have a strong leaning, I'll go with that. Otherwise, I won't.
- ☉ I don't. In my career, I use methods and proven theories instead of intuition. That's what most of the people around me do.

ACTIVITY:

As a group, brainstorm a list of situations where you might need to make a quick or important decision using your intuition. These can include:

- ☉ Ordering from a menu
- ☉ Deciding what movie to see
- ☉ Hiring a new consultant

Once you come up with 20-30 situations on your list, go through them and discuss how you could use your intuition to make your decision. For example, if you are hiring a new consultant for your organization and have interviewed three who are all of equal education, experience, and cost, how could intuition help you make a decision?

TRUST YOUR INTUITION *DOS AND DON'TS*

- ☉ Do "go with your gut." If you have a feeling about something, you are probably right.
- ☉ Do combine intuition with past experiences and logical information to create focused visions.
- ☉ Don't get discouraged if your intuition isn't always right.



FROM THE FILM:

“PUSHING OUT THERE. CHANGING THE RULES. BELIEVING IN MYSELF. TAKING RISKS.

THEY SAID I COULDN'T. WHAT DO YOU MEAN I COULDN'T?

HEY, IT'S NOT TRESPASSING TO GO BEYOND YOUR OWN BOUNDARIES.”

KEY CONCEPT FIVE

It's Not Trespassing To Go Beyond Your Own *Boundaries*

PROGRAM INSIGHT:

Sometimes, we are so close to our focused visions, yet can't quite get there. Maybe there is an obstacle preventing us from accomplishing it. Maybe it's our own inhibitions. But when our visions are right there, right past our comfort zone, we need to make a change and go past our edge.

There are many reasons why people don't want to take risks: Tradition, fear, stereotypes, doubters, short-term thinking, just to name a few. But taking a risk – doing something you wouldn't normally do – this is how we move away from our conventions to focus and achieve our visions.

If we can't go any further, we have two choices. We can either abandon our vision altogether and move on or we can take an educated, reasonable risk and go for it!

Without risk, we would never be able to take our visions to another level. We would never be able to take that next step and make our ideas come into fruition. If our visions don't challenge us to take risks, then we cannot be innovative. Taking risks aids us in attaining our visions and our goals and turning them into reality.

While it is important to take risks, it is also important to remember that taking unnecessary, dangerous, or frivolous risks is never a good idea. It can push us even further away from our visions.

Facilitator Question:

How do you feel about the idea of taking responsible risks to help accomplish your goals?

Possible Responses:

- I take a lot of risks to help me achieve success. They are never outrageous or dangerous, but I

find that I am always glad I did it.

- ☉ In the past, I have taken some risks – more so in my personal life than at work. Even buying a car can be considered a reasonable risk because you never really know how it's going to work.
- ☉ I am not very comfortable taking risks. I prefer not to do it.

Facilitator Question:

Have you ever abandoned a focused vision or goal because you did not want to take the risk needed to get there?

Possible Responses:

- ☉ If I can't accomplish my goals in a safe and cautious manner, I don't pursue them. Taking a risk is not worth it to me.
- ☉ I've definitely abandoned my visions because I didn't see the way to get there. Looking back, I could have taken a chance.
- ☉ Not really. I am an extremely determined individual and don't give up easily. I would much rather take a risk than let something go.

Facilitator Question:

What correlation, if any, can you find between taking risks, trusting your intuition, and using your intellect?

Possible Responses:

- ☉ They are all connected. Your intuition may give you a feeling whether or not you should take a risk. Your intellect may help you determine if the risk you want to take is smart.
- ☉ A responsible risk is a combination of all three. In order to take a risk, you need to use your intellect and believe in your intuition.

ACTIVITY:

Pass out note cards and ask every participant to individually write down one or two activities they would like to accomplish but for some reason, have not. (Make sure they do not include their names and that they are willing to share these activities with the group.)

After a few minutes, collect all the note cards, shuffle them, and then redistribute them in random order. Every group member will then have a card with someone else's goal. Go around the room and ask each participant to read the card and think of what might be inhibiting that goal. Next, open it up to the group to discuss various actions or risks they could take to accomplish their vision.

IT'S NOT TRESPASSING TO GO BEYOND YOUR OWN BOUNDARIES *DOS AND DON'TS*

- ☉ Do be responsible when you go beyond your own boundaries. Make sure that what you are doing won't adversely impact the vision.
- ☉ Do be creative! There are numerous ways to overcome most obstacles.
- ☉ Don't be critical of yourself. If taking a risk doesn't work, try again.



FROM THE FILM:

“THE REAL BIG VISIONS IN OUR LIVES SHOULDN’T BE OVER FOCUSED. THEY SET A DIRECTION, DESCRIBE AN ATTITUDE, DEFINE A SET OF VALUES. BUT THEY MUST BE BIG ENOUGH, LOOSE ENOUGH TO LET THE UNIVERSE OFFER US A THOUSAND WAYS TO ACHIEVE THEM.”

KEY CONCEPT SIX

Make Your *Vision* Big Enough

PROGRAM INSIGHT:

In *Focus Your Vision*, Dewitt Jones talks a lot about developing sharp and powerful visions. He discusses the various processes he goes through until he reaches that incredible focused vision. Yet, he also emphasizes not holding onto a vision too tightly.

Why, if the film is about having focused visions, does it then discuss the importance of making your vision big enough? Because you can always change your vision, enhance it, reform it.

If we are too attached to one particular vision, then we close our minds to the possibility that there might be more out there – an even better vision within our reach. If we convince ourselves that a single, predetermined vision is the only option, we are in essence, wearing blinders. And it’s really easy to do. At work or at home, people get attached to their end goal and along the way;

miss a lot of opportunity that could have made it better.

Making our visions big enough also maintains our balance. It helps us get away from our obsessions and find a middle ground. Focused visions point us in the right direction! They tell us which way to go and how to get there. Holding our visions loosely enough keeps us open to the immense opportunity that surrounds us.

Facilitator Question:

Do you agree with the concept that we should make our visions big enough to include all the options?

Possible Responses:

- ☉ Yes. I think it’s really important to be open minded and go with the flow. I’ve definitely gotten caught up in an idea before and not only lost focus, but missed out on a lot of choices that could have made it better.

- ☉ Sure. I see the value in being open. It makes me a more flexible individual.
- ☉ Sort of. Usually, when I start something, I like to finish it exactly.

Facilitator Question:

Give an example of a time when you or someone you know held onto a vision too tightly. What happened? Did it work out or did they miss some opportunities?

Possible Responses:

- ☉ Answers will vary.

Facilitator Question:

How can making our visions big enough maintain our balance? Why is this important?

Possible Responses:

- ☉ It can keep us from getting wrapped up in a single idea or goal. It's really important to me because it keeps me from being so hard on myself.
- ☉ For me, balance is an important part of my life. Anything to help is welcome.
- ☉ I get really obsessed with my projects. Maybe keeping my options open would help me with that.

ACTIVITY:

Diverse perspectives can bring new ideas.

Break the participants up into small groups. Ask each person to share with their small group a project they are currently working on or an idea they have thought of that will improve their organization – examples can include:

- ☉ Developing a new marketing strategy
- ☉ Writing a sales plan
- ☉ Coordinating a fundraising event

From here, each group will discuss ways to improve the idea. Each participant should walk away with innovative ways to improve upon their project or idea.

MAKE YOUR VISION BIG ENOUGH *DOS AND DON'TS*

- ☉ Do hold onto your visions while looking at all of the options.
- ☉ Do maintain your balance.
- ☉ Don't become too attached to your visions. This can limit you.



FROM THE FILM:

“WHAT A LESSON! ‘DOES YOUR CAMERA HAVE JUICE IN IT?’

ADAM HAD IT. DO YOU?

THAT ENERGY, THAT FORCE THAT LIGHTS UP OUR LIVES.

I ASK MYSELF THAT QUESTION EVERYDAY AND I THINK OF ADAM AND HIS JUICE CAMERA.”

KEY CONCEPT SEVEN

Do You Have *Juice* In Your Camera?

PROGRAM INSIGHT:

The juice in Adam’s toy camera is the passion and energy we all need in our lives. Passion is what provides us with the drive that we incorporate into our visions, into what’s important to us.

And that’s different for everyone. One person may be driven to reach the highest sales in their organization, while another may be inspired to achieve a qualifying time in their next marathon. It doesn’t matter. What does matter is that we have passion in our lives, because it’s what keeps us going.

In *Focus Your Vision*, Dewitt is surprised to find that a five-year-old boy had enough ambition and stamina to spend the entire day taking pictures with him. But that child, along with the juice in his camera, embodies the passion we all need to develop our visions. And that passion can come

from outside, as well as from within. Inspiration can come from anyone, anywhere, as long as we embody it, take the inspiration, and combine it with our passion.

Having an incredible vision does very little for us if we do not have the energy to achieve it. We can work so hard at creating a vision, but the passion, the juice in our cameras, is what gives us the desire to turn it into reality.

Facilitator Question:

What is your passion? How long have you held onto this passion and how do you incorporate it into your visions?

Possible Responses:

☞ Answers will vary.

Facilitator Question:

Is there anyone in your life who reminds you of Adam? Anyone who inspires you to be passionate about your life and work?

Possible Responses:

- Answers will vary.

Facilitator Question:

How does your passion help you achieve your goals?

Possible Responses:

- If I am not passionate about something, then forget it. I have to really be interested and involved in what I am doing to be successful.
- Passion is critical for my success. I am really passionate about my job and because of that, I get really involved.
- It's hard to achieve something, like an assignment, if I am not energetic about it. In that situation, I usually look at the big picture and find something within that to attach my passion.

ACTIVITY:

Break up into small groups and complete the following activity:

It is ten years from today! You have done your best to accomplish your visions – you've reached some of your major goals in conjunction with your values and beliefs.

- What does your life look like?
- What does your organization look like?
- What are the differences between now and then?
- How did you get there?
- What role did passion play on your way to reaching your visions?

DO YOU HAVE JUICE IN YOUR CAMERA *DOS AND DON'TS*

- Do apply your passion to your focused visions. You will be better equipped to turn them into reality.
- Do find internal or external inspiration. Then when you are challenged, think about that inspiration and find your passion.

From Good...To Great...To Extraordinary

Once we have the raw beginnings of a vision, how do we turn it from a good vision – to a great vision – to an extraordinary vision? Sometimes it comes naturally; however, often times it takes practice.

As a group, complete the chart below. Come up with several visions or goals for your organization as they currently exist. Using Dewitt’s key concepts, improve your current ideas to great ideas. Once you have gone through all of these, improve the great visions to extraordinary. In the chart, make a note of which specific concepts you utilized.

	GOOD... (Current Idea)	TO GREAT...	TO EXTRAORDINARY...	KEY CONCEPTS USED...
#1				
#2				
#3				
#4				
#5				

Living The Vision...Everyday

(**Note:** This activity directly correlates to the PowerPoint® presentation entitled *Living The Vision*. As it is currently written, this activity is completed individually in a group setting; however, it is easily adaptable to your needs. We recommend using the presentation when completing this activity.)

Throughout *Focus Your Vision*, there is a lot of discussion about creating visions and the various steps to take to ensure they are as strong, clear and open as possible.

During this session, you may have done a lot of brainstorming or made a lot of lists. So now that we have all of these outstanding ideas, how do we keep them with us? How do we incorporate our visions for the future, our guides, into everyday life - at work, at home, in our communities?

In this exercise, we will develop a personal vision statement, a reminder to act upon every day to reach our vision. Your vision statement should inspire you for the long-term and serve as a guide to action.

Make a list of five specific core values, goals, or beliefs that are important to you. Once you have done this, think about your current reality. Are you incorporating your values into everything you do? How are you working to obtain your goals? Are you living your beliefs?

- | | |
|----------|----------|
| 1. _____ | 4. _____ |
| 2. _____ | 5. _____ |
| 3. _____ | |

For the purposes of this exercise, pick one of the ideas you listed. You may want to pick the one you are most passionate about or that has been the most difficult to achieve or apply.

- ☛ 1. With this choice, develop a personal vision in alignment with the broader goals of your organization. Be specific, positive, and inspiring. With this vision, be creative and open to change.
- ☛ 2. Make sure it motivates and energizes you. Is it a vision to which you can attach your passion?
- ☛ 3. Internalize this vision and how you can work towards bolstering it in your everyday life.

Once you have done this, the next step is to create a vision statement. This is a short phrase that you can read or say to keep you motivated and passionate. Keep it simple! Something that can fit on a bumper sticker!

VISION STATEMENT:

I, First Name believe that write vision discussed above here. I will work towards this vision everyday and do my best to make it a reality.

Modify this to your style and copy it down on a note card. Put it on your desk or next to your computer, keep it in your car or in your wallet and refer to it often.

But more important than writing it down is acting on it and making it a natural part of your life. **Because having a vision serves no purpose if you don't do anything with it.** You can bring this personal vision into your life everyday! And make sure to focus it along the way!

It's Your Boat; It's Your Journey!

NOTE TO TRAINER

(PLEASE READ THE FOLLOWING DIALOGUE TO YOUR GROUP)

THINK OF YOUR VISION, YOUR JOURNEY, AS A RIVER. YOU'RE IN YOUR BOAT EXPERIENCING THE VARIOUS STAGES OF THE RIVER; SOME ARE CALM WHILE OTHERS HAVE BOULDERS AND RAPIDS. THERE ARE TWISTS AND TURNS AND FORKS IN THE RIVER. IN YOUR BOAT, YOU MAY ENCOUNTER MANY CHALLENGES. BUT ONE THING IS CERTAIN, LIKE THE RIVER, THE LONGER YOU HOLD ONTO THIS VISION AND KEEP IT IN FOCUS, THE STRONGER IT GETS. BUILDING POWER AND MOMENTUM, THIS VISION BECOMES ATTAINABLE AND TURNS INTO A REALITY

As a group, create a Vision Map of your river, of your vision, that embodies your journey and the stages and challenges you may encounter along the way. Decide on an underlying vision for your organization. This may be a longstanding vision or one you have come up with throughout this training session.

As a group, draw your own river in accordance with the vision. You can ask one team member to be responsible for drawing the river or take turns. Include all of the challenges and successes along the way.

“All of us are on the same great journey. A journey down a river we call life. And on this journey we are each our own boatman. If we're to run this river well, we must know our own boat. Find a vision of who we are, what we stand for, and where we're going . . . Then we can make those visions a reality and live into our dreams. It's your boat, it's your river, and you're on it everyday.”

~Dewitt Jones, *Focus Your Vision*





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26 EAST EXCHANGE STREET, SUITE 600 ST. PAUL, MN 55101

800.242.3220

WWW.STARTHROWER.COM

