

Providing
insight and
encouragement
to educational
leaders

JANUARY
2012

THE ENCOURAGING LEADER

As I write this, it is January 1st. It's the first day of the new year. This is a day of new beginnings. It is a day that gets people thinking about change. I went to the gym this afternoon for my normal exercise session. There were a number of new people there that I haven't seen before. I think this will become the new normal...at least for a month or so. New Year's resolutions abound. Promises are made. Commitments are revealed. The start of a new year is a great time to re-evaluate where you are personally and professionally. There is no magic to a new year but the perception exists that wonderful things can be accomplished and that we have a clean slate. It is always good to make long term plans and seek to improve our lives. However, I think New Year's resolutions can sometimes be a little daunting. New beginnings are great but what if our goals are rather large? Want to lose weight, want to save money, want to be a better person, want to get a promotion, want to quit smoking, want to get out of debt, want to enjoy life more? All of these are great goals and are considered some of the top New Year's resolutions each year. Commitments, planning and goals are good. What we need a little bit more of, however, are momentary or daily wins in these areas. Chip Kelly, the football coach at the University of Oregon (aka



University of Nike), has a slogan whereby he constantly reminds his team to "Win the Day". He talks about doing the little things throughout each day that leads to victory...victory for that day, which leads to victory for the week, which leads to victory for the month, and so on. Worry about the stuff that you can control. Worry about the immediate stuff. For the Oregon Ducks, trying to win the upcoming Rose Bowl started a long time ago. Every major victory has countless minor victories along the way that made it possible. You want to quit smoking, then stop smoking for this hour...this afternoon...this day. You want to get out of debt, then don't stop at the mall today. Yes, you need to pay down the credit card debt but you need to win a little battle first. You want to lose 20 pounds, then bypass your normal after dinner piece of pie today. Then when tomorrow comes, do it again. Tackle your goals or your New Year's resolutions in smaller increments. Win the little battles and you'll eventually win the war. Win enough days and you'll eventually be a winner.

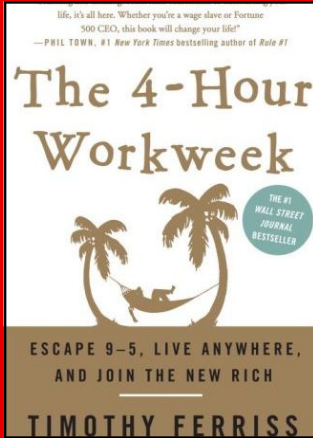
JAMY BECHLER is the Head Women's Basketball Coach at Martin Methodist College located in Pulaski, Tennessee. His email is JBechler@MartinMethodist.edu



Inside this
issue:

- | | | | |
|---------------------------------------|---|--|---|
| 4-Hour Workweek (Timothy Ferris) | 2 | Why I've Stopped Teaching (Keith Starcher) | 4 |
| Building a Great Team (Lars Anderson) | 2 | Resolving to Grow Through Relationships (John Maxwell) | 5 |
| Featured Leader (Dr. Daniel Phelan) | 3 | MLK on Leadership (Jeff Janssen) | 6 |

CLIFF NOTES



"Once you say you're going to settle for second, that's what happens to you in life."

John F. Kennedy

- \$1,000,000 in the bank isn't the fantasy. The fantasy is the lifestyle of complete freedom it supposedly allows. The question is then, How can one achieve the millionaire lifestyle of complete freedom without first having \$1,000,000?
- Creating demand is hard. Filling demand is much easier. Don't create a product, then seek someone to sell it to. Find a market—define your customers—then find or develop a product for them.
- Just because you are embarrassed to admit that you're still living the consequences of bad decisions 5, 10, or 20 years ago shouldn't stop you from making good decisions now.
- Don't confuse the complex with the difficult. Most situations are simple—many are just emotionally difficult to act upon. The problem and the solution are usually obvious & simple.
- The universe doesn't conspire against you, but it doesn't go out of its way to line up all the pins either. Conditions are never perfect. "Someday" is a disease that will take your dreams to the grave with you. Pro and con lists are just as bad. If it's important to you and you want to do it "eventually", just do it and correct course along the way.
- Emphasize Strengths, Don't Fix Weaknesses—The choice is between multiplication of results using strengths or incremental improvement fixing weaknesses that will, at best, become mediocre. Focus on better use of your best weapons instead of constant repair.
- Slow down and remember this: Most things make no difference. Being busy is a form of laziness—lazy thinking and indiscriminate action. Being overwhelmed is often as unproductive as doing nothing and is far more unpleasant. Being selective—doing less—is the path of the productive. Focus on the important few and ignore the rest.
- It's easy to get caught in a flood of minutiae, and the key to not feeling rushed is remembering that lack of time is actually lack of priorities.
- At least three times per day at scheduled times, ask "Am I being productive or just active?"
- Learn to ask, "If this is the only thing I accomplish today, will I be satisfied with my day?" Don't ever arrive at the office or in front of your computer without a clear list of priorities.

Keys to building a great team or group (based upon the October 10, 2011 Sports Illustrated article by Lars Anderson about Nick Saban and adapted by Brian Dodd. See more great leadership resources at www.briandoddonleadership.com.

Leadership By Example - The speed of the leader determines the speed of the team. The people will also always be a picture of the leader. [Saban](#) sees coaching defense as his "life calling". Courtney Upshaw adds that "everything we do starts with Coach Saban."

Strategic Adjustments - Great teams are constantly making adjustments because we operate in turbulent, unstable environments. The Crimson Tide defense is known for its halftime adjustments that limit opponents' 2nd half opportunities.

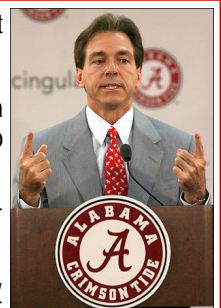
Acquire Talent The Can Produce - You simply cannot build a great team without talented people. In the last four years, Rivals.com has ranked Alabama's recruiting class the best in the country three times. During that span, 73 four or five-star athletes have signed with Bama – most in the nation. Great leaders get talented people to realize or exceed their talent.

Focus On Fundamentals - Great teams do the "little things" well. They take nothing for granted. Florida Gators running back Jeff Demps states, "Alabama tackles really well." An unidentified offensive coordinator who faced the team added, "they are the most disciplined team, gap-sound team I've ever faced, which means they are never out of position."

Help Those On Your Team Build Their Personal Platforms – Safety Mark Barron chose to play for Alabama because he felt Coach Saban could best prepare him for the pros. Great teams are often a collection of individually talented people. Great leaders create opportunities to help those individuals realize their dreams.

Intelligence Matters – Ideas, creativity, and high-mental capacity are critical elements to superior performance. Barron adds, "I talk to guys in the league who were my teammates, and they say what we do on defense is harder to learn than NFL schemes. I'm still learning new things."

Experience - Teams with high achievement have low turnover. Star LB Dont'a Hightower says, "The biggest difference in our defense this year from last is that we have experience. All of us know where we need to be."



Building a Great Team

FEATURED LEADER: **Dr. Daniel Phelan**

President—Jackson Community College (MI)

DR. PHELAN has served as President of the South Central Michigan school since 2001. JCC has grown tremendously during his tenure. They now have nearly 700 full and part-time staff, more than 9,000 students and own over 500 acres of land.

He can be reached at PhelanDanielJ@jccmi.edu.

Best advice you've ever received

Words from my father: Each person has two ears and one mouth. Thus, they should listen twice as often as they speak. Through listening we build understanding and relationship...in so doing we avoid many communication problems and value the contribution of others at the same time.

Phrase or quote you tend to use the most often

Be aware of where you are and what's around you at all time

Strategies to best balance your professional and personal life

I think about the flight attendant who announces that, should a loss of cabin pressure occur, to put your own oxygen mask on first before that of another. The same is true when contemplating your own work life balance – it has to be what you do first – take care of yourself. Some strategies that I have employed include blocking time on my calendar for workouts, dates with my wife, and vacation time...and they are not to be violated. I book the vacations far enough ahead so as to avoid conflicts. Having a personal fitness plan, no matter how rigorous, is absolutely essential for mental and physical health.

Proudest professional accomplishment

Being selected for my current post as President of Jackson Community College where each day I get to work in the service of others.

Leaders you've modeled yourself after

I have a colleague who is the president of Valencia Community College in Orlando, Florida, Sandy Shugart. In my opinion, he has got this community business figured out, as well as the work-life balance strategy. He is an amazingly effective leader and an incredible human being.

Creative or outside the box thinking example

In an effort to provide a broad, complete experience for students at our college, I introduced student apartment housing on campus. It has been wildly successful.

Books that have had a tangible and direct influence on your success

- *Max DuPree: "Leadership Jazz"*
- *Max DuPree: "Leadership is an Art"*
- *Joseph Pine: "The Experience Economy"*
- *Joel Barker: "The Power of Vision"*
- *Suzanne Morse: "Smart Communities"*
- *The Holy Bible*

Biggest challenges your job presents

My biggest challenge is to get all of our employees to take personal pride in their work... most of our employees are amazing but, to a few, this is only a job. In my view, we are in the business of changing lives – and that is so incredibly amazing. In a similar way, I would like to get all students to embrace learning as a process versus an end goal to check off. In my view, the journey is the thing...not the award. And, for education, there should never be an end.

How do you make sure that you keep your employees motivated, as well as on your payroll and not leaving for "greener pastures"?

I do my best to help them understand that I deeply value them and their many contributions. It takes a lot of time to carry this message around to everyone, but it is important work. I know that I must do a better job at this however. Saying "thank you" never goes out of style.

WHY I'VE STOPPED TEACHING

I can't remember when it happened; I just know that it did. I changed vocations in 2003, becoming a full-time academic after being president of a heat treating company in Ohio. I had long dreamed of being a college professor and imagined I'd be joining a collegial community where faculty would help each other improve as teachers. But that didn't happen. Instead, I discovered that professors are just too busy teaching to help one another become better teachers. So I turned to the literature. I've read a treasure trove of articles, books, and websites that deal with "teaching tips" and faculty development." Some encouraged me; others left me feeling as though I were a mechanic trying to find the right tools to fix my car. And there were so many things to remember! What do I do to encourage discussions in my classroom? How do I get my students to do their assigned readings? Why doesn't group work ever seem to be profitable to the students? The more I read, the more questions I had. I had almost resigned myself to a numbing journey that would only get more tedious and strained as the semesters rolled by. But then something happened.

I think it began when I started requiring each of my students to meet with me every semester for a brief one-on-one meeting. My goal is spending time with students individually was to encour-

age them and to learn more about how each of them approached learning. I never thought this would lead to much of anything else. But it did.

As I met with my students (some more than once), I began to love each one of them with something akin to agape love. The essence of agape love is self-sacrifice. Agape does not refer to romantic or sexual love. Nor is it equated with close friendship or brotherly love (the Greek work *philia* does that). This love for each student started affecting my attitudes, beliefs, and behaviors and, in particular, the "sacrifices" I make on behalf of students.

For example, my attitude has changed toward students not performing well in my class. I used to think poorly of them and be irritated by their neglect of learning. Now I want to understand why they are not doing well. What can I do to help? Before this, I focused primarily on the "good" students—the ones who met my standards of performance. I taught for them and rather ignored the rest.

My attitude about being in class has also changed—I look forward to being there. I am actually disappointed when a student is absent. I wonder if my students don't sense this change and feel more motivated to attend class, because attendance in my classes is at an all-time high. I work hard to make each class as enjoyable as it can be. Yes, we have work to do and we do the work. But each student is counting on me to make the learning journey as pleasant as possible. Believe

it or not, even my attitude toward grading has improved. I often tell my students, "I teach for free; they pay me to grade." But now I see each paper, each assignment, each project as an opportunity to personally help a student improve. I now approach those stacks of papers with more consideration for the individual student than I've ever felt before.

This agape love for each student has diminished some of the biases I used to bring to class with me. Now I work to accept each student right where he or she is at the moment. And those moments change during the semester. Sometimes I think I'm at my best when a student is at his worst. To come alongside that student, to listen, to encourage, to challenge—all with the overarching motivation of loving that student—what a blessing to be present and to see the possibility of teaching during those times.

So here I am in another semester planning for tomorrow's classes as well as for those in the next semester. There's always so much to do. I'm still reading the literature on teaching and learning. But now I see this and all other teaching tasks as a means to a larger and more important end. It's funny though; I'm enjoying these tasks more now that I've stopped teaching and started loving.

DR. KEITH STARCHER is a Business Professor at Indiana Wesleyan University. He is also the President of Intentionally Excellent LLC. You can visit his website at www.intentionallyexcellent.com. It is a firm serving small business owners by providing insights and ideas regarding marketing strategy and strategic planning. He can be contacted at Keith.Starcher@indwes.edu.

MAXWELL MOMENT

Resolving to Grow Through Relationships

Before the days of GPS devices, my glove compartment was stuffed with area maps, and I consulted them to navigate the roadways. When planning vacations, I pored over printed maps to plot my route from one point of interest to the next. I recall being assigned the role of navigator on family trips and hunching over a map with my flashlight at night to help my father locate an upcoming turn. Also, I remember map-folding being somewhat of an elusive art...I could never quite refold the map along its original creases.

Back then, traveling with a tour guide was particularly nice because you no longer had to lug around stacks of printed maps in order to get where you wanted to go. Instead, you could simply follow the tour guide. He or she had made the trip before and could be trusted to lead you in the right direction.

Our Misguided Notion of Self-Help

When it comes to personal growth, most of us are stuck in the roadmap mentality. We scour the Internet in search of the trendiest exercise fad, or we rifle through shelves at the local bookstore to find the perfect diet plan. In attempting to make changes in our lives, we follow a strategy of self-help. The process usually is fairly simple:

- Read a book
- Apply its principles
- Experience change

However, the self-help method calls for a heavy dose of discipline, and we often don't have enough willpower to actually apply what we learn to our lives.

The primary problem with a strategy of self-help is that it is pursued in isolation. If we're serious about making adjustments in our lives, then we would be wise to track down a tour guide instead of accumulating more maps. We need people at our side to show us the way in order to reach our desired destinations in life.

In leadership, "tour guides" contribute to our personal growth in four ways:

- 1) Expertise: they share insights with us from their own leadership journeys.
- 2) Encouragement: they provide much-needed motivation.
- 3) Accountability: they check-in on us to make sure we're moving in the right direction.
- 4) Celebration: They rejoice with us when we reach significant milestones.

Application:

Make a list of your top goals or New Year's resolutions for 2012. Beside each item on the list, write the name of at least one person who could help you achieve the goal. Over the next few weeks, connect with the individuals on your list and enlist them to travel alongside you over the course of the next year as you pursue your goals

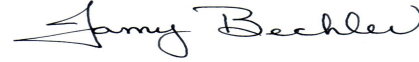
This article is used by permission from Leadership Wired, John Maxwell's premiere leadership newsletter, available for free subscription at www.johnmaxwell.com/newsletters.

- Dr. Martin Luther King, Jr. was born on January 15, 1929.
- At age 35, King was the youngest man to win the Nobel Peace Prize.
- In 1963, he was honored as *Time* magazine's Man of the Year
- He was assassinated in on April 4, 1968 in Memphis, TN
- In 1973, Illinois was the first state to adopt MLK Day as a state holiday.
- In 1983, President Reagan signs legislation creating MLK Day.
- Federal MLK holiday went into effect in 1986.
- In 2000, Utah became the last state to recognize MLK Day by name.



**Martin
Luther
King
Facts**

*As a new year begins, this is a great time to reflect upon our past year and dream big for this upcoming year. In January is when we celebrate the life of Dr. Martin Luther King, Jr. Remembering him and his vision...his dream can motivate all of us to dream big and start 2012 off on the right foot. There is a great article by Keith Starcher that was the cover story in the December issue of The Teaching Professor that can serve as inspiration for those of us that teach in any capacity. Hope that you enjoy **THE ENCOURAGING LEADER**.*



Dr. Martin Luther King, Jr. on Leadership

As a tribute to the great leadership of Dr. King, here are some of his words to reflect on regarding leadership.

LEADING BY EXAMPLE

"People are often led to causes and often become committed to great ideas through persons who personify those ideas. They have to find the embodiment of the idea in flesh and blood in order to commit themselves to it."

"The people are looking to me for leadership - and if I stand before them without strength and courage, they too will falter."

COMMITTED/COMPELLED

"If a man hasn't discovered something that he will die for, he isn't fit to live."

CONFIDENCE

"I have a dream my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character. I have a dream today!"

COMPOSURE

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."

CHARACTER

"The time is always right to do what is right."

"There comes a time when one must take the position that is neither safe nor political nor popular, but he must do it because his conscience tells him it is right."

VOCAL LEADERSHIP

"I will not be intimidated, I will not be harassed. I will not be silent, and I will be heard."

SERVANT-LEADERSHIP

"A man all wrapped up in himself is a mighty small package."

CONFIDENCE-BUILDER

"We've got some difficult days ahead. But it doesn't matter with me now. Because I've been to the mountaintop... I've seen the promised land. I may not get there with you. But I want you to know tonight, that we, as a people will get to the promised land."

REFOCUSER

"The first thing we must do here tonight is to decide we are not going to become panicky. That we are going to be calm, and we are going to continue to stand up for what is right. Fear not, we've come too far to turn back... we are not afraid and we shall overcome."

TEAM-BUILDER

"A genuine leader is not a searcher for consensus but a molder of consensus."

ENFORCER

"Injustice anywhere is a threat to justice everywhere."

"We are not asking, we are demanding the ballot... "

"When evil men plot, good men must plan. When evil men burn and bomb, good men must build and bind."

RECOMMENDED READING

For more information on Dr. King and his powerful leadership, read the following:

- *Martin Luther King, Jr. on Leadership* by Donald T. Phillips
- *The Autobiography of Martin Luther King, Jr.* edited by Clayborne Carson
- *King: The Photobiography of Martin Luther King Jr.* by Charles Johnson and Bob Adelman

Reprinted with permission from [Jeff Janssen's Championship Coaches Network](http://www.championshipcoachesnetwork.com) at <http://www.championshipcoachesnetwork.com>

Published by Hoops Plus, LLC. and its' leadership training component, ULeadership.

"Leadership begins with U"

Jamy Bechler, President
1820 Kay Drive
Pulaski, TN 38478
903-918-5622
www.U-Leadership.com



All articles contained within this free monthly leadership newsletter are original works contributed for the newsletter, are reprinted with permission when applicable or are attributed to its source.

If you would like to subscribe or unsubscribe to, contribute an article for or just make a general comment about this newsletter, please contact Jamy Bechler at JamyBechler@HoopsPlus.org.