



Developing Goals, Focus and Leaders

# Winning Ways

A publication of  
**Winning Ways**

*Developing Goals, Focus and  
Leaders*

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This copy of Winning Ways is a gift for you from Winning Ways, Inc. Our strategic planning resources are designed to help you attain and sustain the processes that will bring you the results you need to grow your business.

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## A Unique Employee Benefit: Developing Your Employees' Teens as Leaders

We all remember our teenage years: rebellious, mood swings, feeling indestructible, focused on popularity rather than being rational. In fact, the term "rational" didn't appear in your vocabulary until your late 20's! Remember?

As an employer, you need to be concerned about developing teens as leaders. You are directly affected through your employees, or you have teens in your own home. We must prepare teens to not only become adults, but also develop them as leaders.

Through our *America's Rising Stars* process, we help teens develop their personal leadership skills. As an employer, you can use this process as a creative benefit for your employees who have teens and don't know how to develop these lifelong skills. Most would agree that leadership skills are developed, but who's doing it? As a benefit, you'll be helping to develop a confident, knowledgeable and productive work force for the future. In addition, you will provide a unique benefit for your employees and give them something few benefits can provide: peace of mind that their children will have the tools to make positive choices in their lives. It is our belief that if we develop positive attributes in our teens, they will become healthy, contributing members of society.

### Developing Teens Into Leaders

In 1955, a groundbreaking film called, *The Blackboard Jungle* examined juvenile delinquency in an inner city school. The film showed the need for solid adult guidance, self esteem and integrity. In the film, the teacher Glenn Ford is determined to resist the danger his students threaten while recognizing the leadership skills of one student in particular Sidney Poitier. The student begins to recognize, and through the teacher's help, develops confidence and sees a brighter future for himself.

Our teen leadership processes help develop character, confidence and values that promote healthy behavior and positive life choices. It creates positive attitudes, good habit formation, and a disciplined goal setting process described in more detail later in the newsletter.

Teens today are presented with many road blocks along their success journey. In her book, *Adolescents at Risk*, Joy Dryfoos states that half of all 10 to 17 year olds are at a moderate to high risk for substance abuse, teen pregnancy, school failure and the potential for committing a crime or violent act. Teens are ill equipped to make the right choices for

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## Fear and Courage: Facing Change and Making it Happen

At one time or another, all of us need to make an attitudinal change. One of the roadblocks of attitude change is resistance to change itself. Your commitment to personal growth carries with it an implied desire to change. Resisting change, then, would be self-defeating to your goal. You realize that life offers everyone a wide variety of exciting experiences, but its worthwhile prizes are reserved for those who actively participate.

Teens are particularly vulnerable to resisting change. As rapidly as their bodies are changing into adult form, they are suddenly faced with a plethora of choices. Teens need to make some of the most important choices of their lives at this unstable age—and that's an incredible amount of pressure and responsibility. All new experiences carry with them some degree of anxiety, doubt or fear. Change is no different. For teens, it is often less scary to "go with the flow" and not make the difficult choices. While the dictionary states that fear is "a state of dread or apprehension," it is really an acronym for **F**alse **E**motions **A**ppearing **R**eal! Fear is more often than not, imaginary.

Fear can be divided into three basic categories: fear of failure, fear of criticism or rejection, and fear of the unknown. Although any one of these can cause you to become immobile, it is usually a combination of all three that creates the most difficulty. A closer look at the characteristics of these fears will reveal them for what they are—imaginary obstacles to leadership!

It is common for a person to want something intensely but not even try to go after it because of the fear of failure. We tend to lose perspective of what it means to fail. To fail is to learn. Any newly attempted skill invites failure. Ever try to snowboard and not fall on your way down the hill? If you don't fail, you haven't made progress. Failure is important to success if you view it as an opportunity to learn.

Fear of criticism or rejection is another common, often immobilizing fear. This fear is closely linked with the need for social acceptance. This fear can rob you of the very uniqueness that can ensure your success. The effect can be debilitating to the salesperson who no longer asks for the order or the teen who spends their life trying to conform.

By giving up too many of your individual qualities, you destroy the inherent creativity, initiative, and self-esteem that were given to you to achieve your goals.

Fear of the unknown can cause us to keep from doing those things that will make us successful. Analyze what your fear is and what would really happen if what you feared did occur. Usually, it's not as horrific as you originally suspect. Fears are thoughts—you can replace fearful thinking with positive ideas and realistic expectations.

If fear is the great inhibitor of a leader's progress, it follows that we should seek the opposite characteristic in order to guarantee success. Sir Winston Churchill proclaimed that "courage is the first of human qualities because it is the quality that guarantees all others." Courage is the quality that enables you to face the challenges of the day and overcome obstacles to achievement. Courage enables you to speak when it's easier to remain silent; to work when you don't feel up to it; and to attack your problems until they are solved.

Courage, like leadership, is not a characteristic with which you are born. It is a dynamic trait developed through action and it grows with use. The development of courage starts as you begin to confront the people, situations and tasks you fear. You quickly discover that the talents and abilities you already possess are more than enough to carry you through to your goals. As you develop courage, you also create a magnetism that attracts others to your cause. You can accomplish anything if enough people believe in you, and more importantly, if you believe in yourself.

We are creatures of habit. Even if our habits are not producing the kind of results we want, at least we know what the results will be every day. We may even acknowledge the fact that change is desirable, but begin the process by trying to change outside influences. For teens, it is often more important to be one of the "cool kids" and to be popular than to work toward the goals they want to achieve. Teens must develop the courage to overcome this fear of being unpopular to effectively make appropriate choices. Without courage, commitment and guidance, teens will resist becoming

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## Search Institute’s Assets Set Kids on a Positive Course

The *America’s Rising Stars* program draws on the extensive research that the Search Institute has done on the positive influences in teenagers’ lives. Search Institute, an independent nonprofit organization whose mission is to provide leadership, knowledge, and resources to promote healthy children, youth, and communities, surveyed over two million young people in the US and Canada to learn about the experiences, attitudes and behaviors that most effect their lives.

The outcome was a list of 40 positive development assets present in teens’ lives. Research showed that the more assets teens experience, the more positive and successful their development is, and the less likely they are to choose risky behaviors. The framework of the assets include two groups: external and internal. The 20 external assets are the positive experiences from the world around them which empower young people. They highlight the important roles family, friends, schools and activities can play in their development. The 20 internal assets are those about positive values and identities, social competencies and commitment to learning. Developing these assets help teens make good choices when their inner strength and confidence are challenged.

The *America’s Rising Stars* program is modeled after a highly successful adult leadership development program. Coupled with the Search Institute’s 40 developmental assets, *America’s Rising Stars* will help teens develop positive attitudes, interpersonal skills, and goal achievement skills that will provide the foundation for making positive life choices.

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## A Unique Employee Benefit *continued from page 1*

a healthy lifestyle. We can help them have the insight, drive and confidence to make the right choices, even if they are unpopular.

### The Process

Before any person is able to lead others, they must have the ability to lead themselves. Our process develops their ability to know themselves, set their own goals, recognize the obstacles to achieving their goals, and finally, the solutions necessary to achieve them. It is an Action Plan for Life that begins today! Teens who apply the knowledge they gain from our program will exhibit healthy behavior, increase their performance in school, and improve time management and conflict resolution skills. They will exude a quiet confidence and will feel comfortable leading themselves and others.

### Defining Leadership

As leaders of your business and community, you know the characteristics of good leadership. You have learned this through time. What value can you place on creating leaders in your community and through your employees’ children? As an employer, one of the best things you can offer is support. Our *America’s Rising Stars* program provides a powerful tool to help them guide their teens through the bumps in the road and put them on the road to success! Be a leader in your industry and look at Americas Rising Stars for your business. The future is now!

## Fear and Courage *continued from page 2*

ing the person they were meant to be in favor of the instant gratification of being with the "in crowd." They are momentarily happy to become followers rather than leaders.

It takes a solid support system to help teens overcome their fear and find the courage to make the appropriate choices in their young lives. Parents, adult mentors, counselors and teachers all can help teens follow the essential guidelines that will help them become responsible, productive adults.

As Ralph Waldo Emerson said so many years ago: "What lies behind us and what lies in front of us pales in significance when compared to what lies within us."

# GOAL!!!!!!!

To many teens and adults, this term means a successful shot into the net. Yet it means much more! Goals are what direct our choices and determine our path to success. Goals are the foundation to build your life and your journey through time.

In a Harvard study, only three percent of adults have written goals. The percentage of teens with written goals is even lower. Those that have written goals have made a commitment to their own success. They have guide lines to follow when faced with choices and decisions that will steer them away from risky behaviors. But how do they get there? A lot of teens see goals as something their parent's request of them. Throughout the teenage years, kids struggle for independence. Doing what their parents want is the last choice they want to make. It is essential that teens set their own goals through self examination. They need to ask themselves the following questions:

- What do I really enjoy doing?
- What is important to me?
- What can I contribute to make my community a better place?
- How can I be a positive influence on others?

- What makes me happy?
- What makes my family happy?
- How important is health in my success journey?

While teens should listen to the advice of others parents, relatives, and teachers and learn from their suggestions, they need to set goals based on their own values and feelings. They must also learn that goals can be changed as their views and interests change.

When hearing the term "goal," teens may also think they are only long term in nature. Truth be told, long term goals are only accomplished through the setting and achievement of short term goals. Short term goals are tasks that can be done today and are typically related to long term goals. For example, a long term goal may be to earn a spot in the all state band. Short range goals may include practicing 45 minutes a day, work independently on a composition, and find a mentor who has already made the band.

When teens set goals and follow their self determined action plans, they have become leaders. They have begun their life long success journey.



## Who We Are and What We Do

Joan Fletcher launched Winning Ways, Inc. in 2001 after owning her own business since 1987. Winning Ways, Inc. works with clients on sales, leadership and strategic plan development along with youth leadership and life coaching. Joan heads the sales, leadership and strategic planning areas and focuses on results. She believes that good sales and leadership skills are honed when a person targets the results they want to get and works to make the results happen.

Caryn Franca joined Winning Ways in February 2004 and heads the America's Rising Stars program focusing on youth leadership and the Life Coaching division. Caryn has twelve years experience in owning her own business and specializes in life coaching and youth leadership. Caryn believes that given the right environment, all people can develop self leadership and a strong sense of purpose for their life.

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