

# RECHARGE, REENERGIZE, REFOCUS

At Our Best So Everyone Around Us  
Can Be At Their Best

VSBA ANNUAL CONVENTION  
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#### WHO YOU ARE MAY BE AS IMPORTANT AS WHAT YOU KNOW

Pressure & fatigue alter your persona, which affects interaction and communication  
Your leadership can set the tone for morale, focus & teamwork among colleagues  
Energy, enthusiasm, optimism and humor are contagious in challenging & changing times  
“If you do not have positive energy that is contagious, whatever you do have is also contagious.”

#### YOUR LIFE COMES TO WORK WITH YOU AND LEAKS OUT

When the pressure is on, and for high performance, keep your balance  
Your wellbeing affects your stamina, energy, attitude & ability to focus  
Eat smart for alertness & energy, workout for stamina & toughness  
Laugh, have fun, recharge daily  
“You can tell a lot about a person by what they take two at a time, pills or stairs!”

#### CAMARADERIE, SPIRIT & TEAMWORK

Never underestimate the leadership potential of energy, enthusiasm & optimism  
To every problem, require a potential proactive alternative  
Create unique & stimulating meetings, with surprises & fun  
Never allow “G.G.” in your meetings or the break room (Group Gripping)  
Reward innovation, imagination and trouble-shooting at every meeting  
“Over time, the staff becomes a lot like their leaders.”

#### CULTIVATE A “CAN DO” MINDSET AMONG COLLEAGUES

There is always a solution... collaborate with colleagues to find it or create it  
Complaining is easy, action is tougher... be the inspiration for action among your colleagues  
“When you are going through Hell, keep going!”

#### WHAT YOU FOCUS ON... EXPANDS

Optimism & problem solving empower colleagues and filter down to students  
Always guide the focus to goals and outcomes, rather than obstacles  
When things don't turn out as planned, stay focused  
Use the “10/90” rule in every meeting  
“Tenacity is easier when you have no choice!”

HOW YOU COMMUNICATE IN CHANGING TIMES IS JUST AS IMPORTANT  
AS WHAT YOU COMMUNICATE

Positive communication style sets the tone for focus & problem solving  
Create a process for providing good news, integrated with challenges  
Open and close communication with an emphasis on the positive, the goal, the outcome  
Go the "B.A.R." when you need to (Breathe And Refocus)  
"The disposition of the leaders becomes the disposition of the faculty & staff.  
The disposition of the staff becomes the disposition of the students."

THINGS WE KNOW ABOUT HOW PEOPLE HANDLE CHANGE

People don't resist change, they resist being changed  
Anticipating change is often a bigger problem than the change itself  
Self confidence & awareness is critical in how individuals deal with change  
Change you can control, is not as detrimental as change you cannot control  
The rhythm of a career makes change particularly challenging - the longer you do anything, the more difficult it  
is to change what you are doing!  
"When you are finished changing, you are finished."

SUCCESS IN YOUR SCHOOL DISTRICT & ON YOUR SPECIAL ED TEAM  
WILL REQUIRE A "LAVA LAMP PHILOSOPHY"

Always learning, changing, flexing, adapting  
Becoming resilient, agile, responsive, no-limits  
Progressing to bold, imaginative, innovative, disruptive  
When things don't turn out as planned, stay focused  
"The illiterate of the future are not those who cannot read and write,  
but those who cannot learn, unlearn and relearn!"

AVOID "PSYCHOSCLEROSIS"

Hardening of the attitude!  
The longer you do something, the greater the likelihood you will contract Psychosclerosis  
Never let colleagues with Psychosclerosis infect other colleagues  
"You can tell your susceptibility by the amount of pain you feel when you come in contact with a new idea."

USE THE RICHTER SCALE OF STRESS

"Is this a 10 or a 2?" Give it a number then, give it the energy it deserves  
Keep the focus on the big issues - don't waste time on the minor ones  
"The main thing is to keep the main thing the main thing!"

MORE QUOTES FROM MURRY'S PRESENTATIONS...

"It's SHOWTIME!"

"Laughter is the shortest distance between two people."

"What got us here, won't get us there."

"You get what you want buy using what you've got"

"When the rate of change on the outside exceeds the rate on the inside... you're finished!"

"Have you noticed that when you are tired and stressed, people around you get real stupid?"

"Beware the lollipop of mediocrity... lick it once and you suck forever!"

"Anticipating change is more difficult than the executing the change!"

CAVE DWELLERS are the colleagues who are Consistently Against Virtually Everything!"

"Your world is changing so fast that the person who says it can't be done is generally interrupted by someone else doing it!"

"If we always do what we've always done... we'll always get what we've always got!"

"It is not the strongest of the species that survive, nor the most intelligent, but the those most responsive to change."

"Take the stairs, not the escalator!"

"If you look for obstacles, you will find them. If you look for solutions, you will find them."

"A positive attitude will not solve all your problems, but it sure will annoy enough people to make it worth the effort!"

"When you are finished changing, you are finished!"

"Pressure is a privilege. It drives performance."

Our most respected leaders are...

FOCUSED  
OPTIMISTIC  
HARD WORKING  
GOAL ORIENTED

GRACIOUS  
CHEERFUL  
ENERGETIC  
FUN LOVING

Top leaders don't think outside the box... they don't have a box

BOLD  
AGILE  
NO-LIMITS  
DISRUPTIVE  
IMAGINATIVE  
INTUITIVE  
VERSATILE  
INQUISITIVE  
INTROSPECTIVE

And strive to be...

DISCIPLINED YET ADAPTABLE  
PROFESSIONAL YET FRIENDLY  
DATA DRIVEN WITH COMMON SENSE

## LINKS TO MURRAY'S FAVORITE VIDEOS...

IT'S SHOWTIME! - every time you walk into your office.

<http://www.youtube.com/watch?v=LUapZhcsdx8>

HERDING CATS – leading creative colleagues is a lot like herding cats <http://www.youtube.com/watch?v=Pk7yqlTMvp8>

DO YOU KNOW WHO I AM? - Student in exam hall, colleagues become like their leaders

[http://www.youtube.com/watch?v=\\_CqgnZhb--Q](http://www.youtube.com/watch?v=_CqgnZhb--Q)

BROKEN ESCALATOR – don't take the easy way in life

<http://www.youtube.com/watch?v=47rQkTPWW2I>

PIANO STAIRS – incorporating fun into a task helps people change behavior

<http://www.youtube.com/watch?v=hMOQHsWfOB4&feature=fvst>

RUBBISH BIN – incorporating fun into a task helps people change behavior

<http://www.youtube.com/watch?v=r5x7xoB8NW4&feature=related>

TEAM WORK - Bud Light airplane commercial. Some of our colleagues need encouragement and support to have no-limits, imagination, innovation and creativity

<http://www.youtube.com/watch?v=KQgJNTG9xEc>

OLD COUPLE STEERING WHEEL – have fun and don't be thrown off by the unexpected

<http://www.youtube.com/watch?v=JIUHd4qrAGQ>

## HURRAY FOR HALLEY'S COMET!

### Why accurate communication is so important...

#### A SCHOOL SUPERINTENDENT TOLD HER ASS'T SUP'T...

"Next Thursday Halley's Comet will appear over this area. This is an event that occurs only once every 75 years. Call the school principals and have them assemble their teachers and classes on their athletic field and explain this phenomenon to them. If it rains, then cancel the observation and have the classes meet in the auditorium to see a film about the comet."

#### ASS'T SUP'T TO THE SCHOOL PRINCIPALS...

"By order of the sup't of schools, next Thursday Halley's Comet will appear over your athletic field. If it rains, cancel classes and report to the auditorium with your teachers and students where you will be shown films, a phenomenal event which occurs only once every 75 years."

#### PRINCIPALS TO TEACHERS...

"By order of the phenomenal sup't of schools, next Thursday Halley's Comet will appear in the auditorium. In case of rain over the athletic field, the sup't will give another order, something which occurs every 75 years."

#### TEACHERS TO STUDENTS...

"Next Thursday, the sup't of schools will appear in our auditorium with Halley's Comet, something which occurs every 75 years. If it rains, the sup't will cancel the comet and order us all out to our phenomenal athletic field."

#### STUDENTS TO PARENTS...

"When it rains next Thursday over the school athletic field, the phenomenal 75 year old sup't of schools will cancel all classes and appear before the whole school in the auditorium, accompanied by Bill Halley and the Comets."

## WHY SOME PEOPLE ARE RESISTANT TO CHANGE...

Ever wonder why people say, “we’ve always done it that way.” Maybe this will help clarify...

The US standard railroad gauge (distance between the rails) is 4 feet, 8.5 inches. That is an exceedingly odd number, so why was that gauge used? Because that’s the way they built them in England, and the English expatriates built the US railroads. So, why did the English build them like that? Because the first rail lines were built by the same people who built the pre-rail tramways, and that’s the gauge they used.

Why did “they” use that gauge? Because the people who built the tramways used the same jigs and tools that they used for building wagons, which used that wheel spacing. OK, why did the wagons have that particular odd spacing? Well, if they tried to use any other spacing, the wagon wheels would break on some of the old, long distance roads in England, because that’s the spacing of the wheel ruts.

So, who built the old rutted roads? Imperial Rome built the first long distance roads in Europe (and England) for their legions. The roads have been used ever since. And, the ruts in the roads? Roman war chariots formed the initial ruts, which everyone else had to match for fear of destroying their wagon wheels. Since the chariots were made for Imperial Rome, they were all alike in the matter of wheel spacing. The US standard railroad gauge of 4 feet, 8.5 inches is derived from the original specifications for an imperial Roman war chariot.

So, the next time you are told “we’ve always done it that way” and wonder what horse’s ass came up with that, you may be exactly right... you see, the Imperial Roman war chariots were made just wide enough to accommodate the back ends of two war horses.

Now, the twist to the story...

When you see a Space Shuttle sitting on its launch pad, there are two big booster rockets attached to the sides of the main fuel tank... these are Solid Rocket Boosters or SRB’s. Thiokol makes these at their factory in Utah and the engineers who designed the SRB’s would have preferred to make them a bit fatter. But, the SRB’s have to be shipped by train from the factory to the launch site. The rail line from the factory happens to run through a tunnel in the mountains. For the SRB’s to fit through the tunnel, they had to be slightly wider than the railroad track, and the railroad track as you know is about as wide as two horses behinds. So... the major Space Shuttle design feature, of what is arguably the world’s most advanced transportation system, was determined over 2000 years ago by the width of two horses’ behinds.

So now, when someone says “we’ve always done it that way” and you wonder what “horse’s ass” came up with that idea, you’ll know what you are up against!