

PREVIEW GUIDE



FOCUS  
YOUR  
VISION  
WITH DEWITT JONES

PREVIEW GUIDE

# Focus Your Vision Preview Guide

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## GETTING THE MOST OUT OF YOUR PREVIEW

Thank you for previewing *Focus Your Vision* with Dewitt Jones.

We know you're busy and don't always have the time to read through every leader's guide and participant workbook sent your way. Therefore, we have summarized the key information in this preview guide. This will allow you to make the best purchasing decision for your organization within your time constraints.

In this preview guide, you will find a quick overview of the key concepts from the film, along with sample sections from the leader's guide and workbook.

If after viewing the program, you would like to see a copy of the complete support materials, please call Star Thrower at 800.242.3220. We will happily send preview books for your review. In the meantime, you're invited to keep this preview guide even after you return the preview film.

## About Dewitt Jones

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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.

# Dewitt Jones Training Films

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## 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.

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## 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.

# Welcome To Focus Your Vision

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**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.

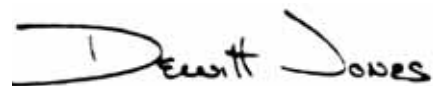
Whether it's in my work or in my life, focusing my vision enables me to become more in tune with myself and those around me. It helps me find the purpose, the foundation of whatever I'm doing.

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,

A handwritten signature in black ink that reads "Dewitt Jones". The signature is written in a cursive, slightly slanted style.

Dewitt Jones

# Materials Included With Focus Your Vision

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Star Thrower Distribution designs programs as complete training systems. A successful training course is one that inspires the participant to remember content and apply the lessons learned. We have carefully crafted this program to accomplish these tasks.

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## *Focus Your Vision* – **VHS OR DVD**

We believe that a training film should both entertain and inform. First the program must inspire the viewer to see the topic's importance. Then the program must provide information that causes the viewer to take action. Both the VHS and DVD are closed-captioned. The film is also available in the PAL format.

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## *Focus Your Vision* – **LEADER'S GUIDE**

Our goal is to develop a guide that makes the materials easy to use and flexible enough for all training levels. This guide respects the uniqueness of each facilitator, as you can customize the questions and activities for your organization. It is designed to provide you with the information needed to determine what the participants remember about the program. The leader's guide also helps you check for participants' understanding of the concepts. And finally, the questions and activities encourage participants to start thinking about how these ideas relate to their own work and lives.

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## *Focus Your Vision* – **PARTICIPANT WORKBOOK**

The participant workbook was created to assist in individual learning. It works in correlation to the leader's guide but does not assume a facilitator is involved. It was designed to give individuals the opportunity to study at their own pace. These workbooks are excellent for organizations that utilize large group training and do not have a lot of time for discussion or activities. The workbooks allow participants to study the materials independently.

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## *Focus Your Vision* – **POCKET REMINDER CARDS**

These small cards help group members retain the program's key concepts. Remembering the important learning points is vital to gain positive results. Commonly, trainers pass these cards out at the end of a presentation.

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## *Focus Your Vision* – **CD-ROM POWERPOINT® PRESENTATION**

The PowerPoint® Presentations on CD-ROM highlight all of the important concepts and lessons. The first presentation, *Focus Your Vision*, summarizes the film and serves as an excellent review. The second presentation, *Living The Vision*, works in tandem with the activity in the leader's guide and workbook. It will help your participants develop their own vision.

The CD-ROM can also be used to prepare overhead transparencies. These save the trainer valuable time as they get ready to present the program.

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## *Focus Your Vision* – **TRANSCRIPT (ON CD-ROM)**

Also included on the CD is the direct transcript from the film. This is useful when trying to review a specific part of the film.

# General Information

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**LENGTH:** 20 minutes

**SALE PRICE:** \$695.00

**RENTAL PRICE:** \$200.00 (5 days)

**PREVIEW PRICE:** FREE

**MATERIALS**

**INCLUDED WITH SALE:** Leader's Guide, Participant Workbook, 25 Pocket Reminder Cards, & CD-ROM including two PowerPoint® Presentations and Transcript.

## Additional Material Pricing

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Quantity	1 – 100	101 – 250	250+
Leader's Guide	\$15.00	\$12.50	\$10.00
Workbook	\$7.50	\$6.25	\$5.20
Pocket Reminder Card	50¢	40¢	30¢
CD-ROM	\$8.00	\$6.00	\$4.00

## Discounts & Special Offers

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**Industry Discounts:**

Consultant, Education, Government, NonProfit

**Quantity Discounts:**

Quantity discount for additional copies of *Focus Your Vision* is 50% off the regular (\$695.00) price. No other discounts apply.

**Bundling Discounts:**

We want you to be able to purchase all three Dewitt Jones programs. These include: *Everyday Creativity*, *Celebrate What's Right with the World*, and *Focus Your Vision*.

The bundling price for all three films is: \$1668.00. Includes 20% discount per title. Industry discounts do apply.

# FOCUS YOUR VISION

SAMPLE PAGES

# 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.



# 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

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# How Can My Organization Benefit From The Film?

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## CHURCHES AND FAITH BASED ORGANIZATIONS

*Focus Your Vision* is an incredible tool for any faith-based organization. The nature of the program helps groups reaffirm their purpose and create or strengthen their visions. In addition, groups use this film to help with building their community and coming together as a team. Some organizations have even used this program to create a steward leadership institute.

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## EDUCATION

Both educators and their students benefit from *Focus Your Vision*. Professors, teachers, and staff enjoy building stronger, clearer visions to bring their organizations into the future. Students enjoy the film because it allows them to see all of the options and helps them prepare for their future. *Focus Your Vision* can also be implemented into a career development center, helping students determine what they want to do after school.

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## FINANCIAL

Working in the financial field carries a lot of responsibility. *Focus Your Vision* helps viewers focus on making the best decisions possible for their internal and external clients. Using your intellect is a major part of the job; however, other elements of the film, like slowing down to take it all in and using your intuition, also inspire those in the financial industry. Financial planners and other professionals like to show *Focus Your Vision* to their clients to help them develop visions for their future.

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## GOVERNMENT

Numerous government agencies have found *Focus Your Vision* to be very effective on many levels. When developing a new vision or improving upon an existing vision, these groups find the purpose of what they are doing and want to turn these new visions and ideas into reality. From balancing the budget and dealing with fiscal concerns to law enforcement and public safety, *Focus Your Vision* helps these organizations improve internal and external communication and productivity.

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## HEALTH CARE

With so many challenges and changes in the industry, many healthcare professionals have found *Focus Your Vision* to be an influential and successful tool. They utilize this film to help their organizations cope with changes. This training program encourages viewers to find their passion and engage it in their work. It also helps organizations come together as a team with a collective vision.

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### **MANAGEMENT & LEADERSHIP**

From consultants to human resource departments to vice presidents, *Focus Your Vision* has been extremely successful in the management and leadership arena. Using your intuition is especially useful for people in managerial and leadership roles. Additionally, the concept of taking risks and moving away from convention is also useful, as it helps viewers understand that they will never be able to realize their visions without taking risks. *Focus Your Vision* helps organizations cope with change.

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### **MANUFACTURING**

The manufacturing industry is an extremely competitive one with new innovations and technologies everyday. *Focus Your Vision* encourages manufacturing organizations to really understand what they are doing and what they are trying to accomplish. Training with this film also stimulates creative thinking, which is crucial to generate innovation. Lastly, manufacturing clients use *Focus Your Vision* for improved communication and teamwork.

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### **NONPROFIT ORGANIZATIONS**

Many nonprofit organizations wouldn't exist without a positive, inspiring vision to help them accomplish their goals. *Focus Your Vision* further emphasizes the importance of this vision and helps viewers actively take steps to strengthen it. There are many challenges involved with nonprofit organizations and this training film helps keep viewers open to all of the options they may find to address these challenges. Often, nonprofit organizations like to share this training program with their own clients, both internal and external.



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.

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**KEEP YOUR VISION FOCUSED *DO'S 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:

“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.

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**IT'S NOT TRESPASSING TO GO BEYOND YOUR OWN BOUNDRIES *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:

“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.”

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**QUESTION:**

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**QUESTION:**

In Dewitt Jones's pictures of the kiva, did you notice the difference between the first shot and the second? How does this correlate with the concept of creating a focused vision?

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