



FOCUS
YOUR
VISION
WITH DEWITT JONES

WORKBOOK

FOCUS YOUR VISION

WITH DEWITT JONES

✎ WORKBOOK ✎

Focus Your Vision

Star Thrower Distribution Corporation

800.242.3220

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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,

A handwritten signature in black ink that reads "Dewitt Jones". The signature is written in a cursive style with a large, sweeping initial "D".

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.

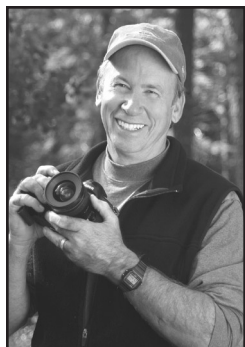
Key Concepts:

- 📷 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 Workbook

This workbook examines the concepts presented in *Focus Your Vision*. Its purpose is to help you learn and apply the information and ideas presented in the film to your own life. As you watch *Focus Your Vision* and go through the workbook, think about how the concepts apply to your organization.

The sections in the workbook follow the format described below:

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 further understand the film.

D. QUESTIONS AND ANSWERS:

These questions are designed to help you apply the key concepts to your own situation. Additionally, the questions will help you gauge how well you understand the concepts and if you need to review any portion of the workbook. (Note: The *Focus Your Vision* workbook directly correlates with the Leader's Guide.)

E. DOS AND DON'TS:

Some practical tips for applying the concepts are provided here.

The Key Concepts

Listed below are the key concepts explored in the film and further explained in this workbook. In the following pages you will find comprehensive information on each training point, as well as thought provoking questions.



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.

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?

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?

QUESTION:

Have you ever reworked a vision to make it more successful? If so, how did you feel afterwards?

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.

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? Make a list of the current technology you use every day. Then analyze how it can further help you in realizing your own visions.

QUESTION:

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

QUESTION:

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

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.

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 states that this takes courage. What does he mean by this? Can you give an example of a time you have had a vision and let part of it go?

QUESTION:

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

QUESTION:

How do you “Let the rest fall away” without being exclusive? Think about this question and write down your thoughts.

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 narrow them down from there.
- ☛ 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.

QUESTION:

Recall various examples when you have followed your intuition. What happened? Were you glad that you did or did not follow it?

QUESTION:

How is intuition different from emotion? Do you have a tendency to favor intuition over emotion? Do you have a tendency to favor emotion over intuition? What is your opinion of using intuition in the workplace?

QUESTION:

When you hear your intuition, do you tend to trust it or ignore it?

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 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.

QUESTION:

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

QUESTION:

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

QUESTION:

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

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.

QUESTION:

Do you agree with the concept that we should make our visions big enough to include all the options? Why or why not? Please explain.

QUESTION:

Write down an example of a time when you or someone you know held onto a vision too tightly.

QUESTION:

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

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 camera, is what gives us the desire to turn it into reality.

QUESTION:

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

QUESTION:

How does your passion help you achieve your goals?

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.

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

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!



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