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Lou in the Morning

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WPFL Radio 105.1 / South Alabama and North Florida based in Pensacola

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**SUGGESTED TOPICS
AND BACKGROUND INFORMATION
FOR INTERVIEW WITH DR. DAVID DYSON**

RADIO/TV INTERVIEW TOPICS/DR. DAVID DYSON



Author

Executive Coach

Lecturer

Speaker & Servant

Media Guest

Life Coach & Student

News



National Veterans Day

- ♦ New lead banner for Parade: Veterans Day Founded in Birmingham, AL 1947
- ♦ Founder Veterans Day: WWII Navy Raymond Weeks (born south AL, raised BHM)
- ♦ National Veteran Award honoree—Senator Bob Dole...
- ♦ New Veterans Day Founding Education Web Page



Veterans Making Comebacks

- ♦ Oscar: PTSD living in the woods two years ago
- ♦ Went to school, completed *Veterans Making Comebacks* got a job, moved from Three Hots and a Cot to independent housing, got a car (plan, assess, change in beliefs)
- ♦ Training to be instructor in *Veterans Making Comebacks*
- ♦ Research and writing post traumatic growth and “Mastering Goliaths”

Veterans Making Comebacks

Dr. David Dyson

Free to Flourish

- ♦ Speaking in schools Nov on Freedom to Flourish (Veterans Day, Human Rights, Plan for School and Life)

Website: www.LifeLeaders.us

Email list: Info@LifeLeaders.us

David: David@LifeLeaders.us

Background Info on David and Work Follow should you want more=>

The Last Leg of my ***Life Leadership Lectures***

Plans for the 7 Areas of Life, Organizations, and Communities supported by Best-Self Leadership

DR. DAVID DYSON



Author Executive Coach Lecturer Speaker & Servant Media Guest Life Coach & Student

Menu for Briefings, Seminars, Workshops, TV/Radio/Forums, Advising

- ☐ *Master Your Goliaths: Lessons from David (Motivation & Process for Goals & Goliaths)*
- ☐ *3 Freedoms that can be branded and “live” in Birmingham & Alabama*
- ☐ *Professionalism Under Stress*
- ☐ *Patriotism in Action*
- ☐ *Plan for Character, School, Calling: boost attitude, attendance, achievement, graduation*
- ☐ *Assessing and Developing Attitude and Ability to Earn Trust and Empowerment*
- ☐ *The Case for Life Leaders*
- ☐ *Earn and Delegate Empowerment*
- ☐ *Hierarchy of Motivating Values used in Life Planning and People Leadership*
- ☐ *7 Areas True Professionals & Organization Leaders Plan, Assess, and Reward*
- ☐ *Best-Self Strategy: []Life Leaders []True Professionals []Best-Self Leaders*
- ☐ *Time-Inspiration-Money-Energy (T.I.M.E.) Assessment*
- ☐ *The Purpose of Life: Your Mission Statement*

**Master
Your
Goliaths**

Dr. David Dyson



Recommended approach for us:

Briefing for leaders > Consulting to develop your hiring, training, rewarding processes >
Seminars to teach to implement best practices and achieve results >
Workshops for those implementing > Ongoing Advising and Action until sustainable

Preparation and Service Summary

Dr. David Dyson completed a doctoral degree in Educational Leadership at Peabody College of Vanderbilt University; Master in Management at Birmingham-Southern College; and a Bachelor in Business at Auburn University. He completed the Institute for Educational Management at Harvard University and the College Management Program at Carnegie-Mellon University. He attends Life Leaders seminars monthly to learn or teach on *planning* and *best-self leadership*.

After graduating doctoral studies, David started a professional practice focused on helping people with *personal leadership, planning for life, and best-self strategy*. Some of the training participants wanted more and some wanted to include spouses and friends, which led to his founding Life Leaders to provide monthly seminars after 5. On the first anniversary, David organized and moderated Dr. Stephen Covey's first lecture in Alabama to advocate personal strategies like Covey's "7 Habits of Highly Effective People" and David's 7 *Best Practices for Life Leaders*. After the "911" attacks on America, David and Col. Stretch Dunn (USA Ret) co-authored Patriotism in Action and Professionalism Under Stress. Life Leaders expanded to add public services to city and state, including restoring the legacy of Birmingham, Alabama, and Raymond Weeks as founder of America's Veterans Day in 2012. In 2013, a new initiative started with Birmingham to brand the City positively for national contributions to freedom s, connecting Veterans Day and Civil Rights. *Free to Flourish* adds helping people plan, assess, and take action—supported by education.

David lives in Central Alabama where he is a weekend warrior horseman and farmer as caregiver for his animal family and grows vegetables for donations to veterans.

He is the son of Eb and Joan Dyson and brother to Pam and Patty.





Vision for Lifetime Work/Desired Results

Attitude, attendance, and achievement increase with plans and life leadership lessons added. Without them, we may “succeed” relative to others, though fall short of “stewardship.” Best-Self Leaders discover, develop, and devote ourselves to callings and helping others.

Which from this menu do you also want to see done? Together, we can do it.

- ❑ **Veterans making comebacks:** in addition to needs like food and shelter, centers provide tools and training to assess and improve their plans, approaches, and habits. They face their *Goliaths* and develop goals to change.
- ❑ **School Students:** write a *plan for life* to inspire and guide them. Students use their plans to write how they want to act on character traits taught, what they will do in school, and goals plus options for college and/or career. They use their plans, which start as school assignments in writing classes—and continue year to year—to state intent with teachers, counselors, parents, and coaches, which helps counselors and mentors understand and guide better. Students increasingly see life leadership principles and practices at work in school and at home through teachers, parents, and others who *PLAN and LEAD in LIFE*. Plans help them apply to and interview for college and/or career.
- ❑ **Schools:** reward students to write a *plan for life* that prepares them better for college, career, and character. Writing teachers, counselors, and coaches instruct and encourage. Parents review and guide. Educators write plans to do their best and serve the student. Superintendents and principals lead to establish curricular and graduation requirements to support students learning and doing these *best-self* preparations for life, citizenship, and leadership at home and community. Schools monitor improvements in *attitude, attendance, and achievement*.
- ❑ **College/Career Students:** write and use a *PLAN for the 7 Areas of LIFE* that inspires and guides them to *LEAD in LIFE*. They learn life leadership principles and practices such as planning, decision-making, motivation, and time management to help them in school and the *7 Areas of Life*. They learn about the purpose of constitutions and prepare one for themselves—students write mission and vision, values and beliefs, and *best-self strategies* for areas like challenge and conflict they face—or will. Their “business plans for life” help them identify the kinds of professionals they seek to be, prepare with greater purpose as students, and seek opportunities more successfully.
- ❑ **Colleges/Career/Leadership Centers:** establish curricular and graduation rewards that students prepare with plans for school and life, plus learn common denominators for doing their best regardless of academic, professional, or other choices. They build on what students bring from school, asking during the admissions process for parts of their plan that address what they hope to gain in college. They add depth and decisions starting freshman year and conclude with a capstone plan that helps them state their mission, vision, and goals plus strategies and options that help them fulfill their purposes. Plans for *the 7 Areas of Life* inspire and guide them beyond college. Students use their plans and resumes to apply for professional school and/or opportunities. Colleges prepare future teachers to use and teach plans and best practices in the classroom, preparing future parents, professionals, and citizens for the next generation better. Satisfaction increases among students, parents, alumni, and employers.
- ❑ **Professionals:** write plans with summary and scope of action. They write and use a *best-self strategy* for becoming and serving as *true professionals*. They develop *A-B levels of attitude and ability*. They state intent for action to *earn empowerment rather than wait for it*. They earn promotion to higher levels of empowerment and responsibility faster than they would without acting on these principles.
- ❑ **Leaders:** executives and board members internalize *Best Practices for Best-Self Leaders* to follow, teach, and reward. They plan and state intent, expectations, and parameters. Leaders *mentor more than manage* because they put in place systems that *motivate good people to focus on desired actions automatically*—team members come to them with plans seeking feedback, improving results and saving time. They train and coach aimed at desired *Plans, Actions, and Results* within the *7 Areas to Plan, Assess, and Reward* so team members aim at what is important even when leaders are away. *Leaders leave legacies* for what they want people to “Be, Know, and Do”—now and beyond their time, increasing probability of long-term habits and sustainability for success.
- ❑ **Organizations:** Board and executive, plus team and individual plans align for achievement of results, maximum cooperation, minimum conflict. *Personal, professional, and organizational development* are part of strategy for performance—for some, branding. We create systems of planning, training, and rewarding for desired actions and results that attract people who match—results for recruitment and retention improve; losses decrease.
- ❑ **Church Members:** *discover* their callings, gifts, and talents, *develop* them, and *devote* themselves to flourish at them. They write callings and choices to discern and develop gifts and talents, plus use them in all *7 Areas of Life*—including but not just church service. People write plans for life and personal prayers, updating after being influenced by sermons and prayer. Couples write missions for marriage and constitutions for families.
- ❑ **Church Leaders:** help flocks discover and develop plans for the *purpose of life* and to develop and devote themselves to callings, gifts, and talents. Stewardship of talents is taught as part of the purpose of life. Members listen to sermons with intent to improve written plans and take action on callings.
- ❑ **Birmingham, Alabama:** branded a national center for freedoms advanced through Veterans Day and Human Rights history; a national resource for service to veterans making comebacks, teachers of history and character traits that includes the founding of Veterans Day, Civil and Human Rights, and Plans for Character, School & Callings.

Sample Models Taught and Used



Of the *7 Levels of Leadership*, we focus first on *personal and life leadership* to build a foundation for more effective *interpersonal and team leadership* necessary for effective, harmonious relationships, families, and organizations, as well as for *societal leadership*.

We invest in ourselves so we have more capacity to give to others. We offer seminars and coaching related to personal and organizational leadership in educational and professional organizations, as well as ministries and families. *Life Leaders* apply 7 Best Practices to PLAN and LEAD in LIFE within the 7 Areas of Life—developing and earning trust and empowerment. *Best-Self Leader* organizations help individuals flourish.

7 Best Practices for Life Leaders

This is a summary strategy for your *best-self*:

1. Lead Your Life
2. Plan for Life
3. Have an Impact
4. Balance Your Life
5. Live Your Priorities
6. Assess and Adjust
7. Renew and Improve

7 Areas of Life

Everything we do falls into these areas:

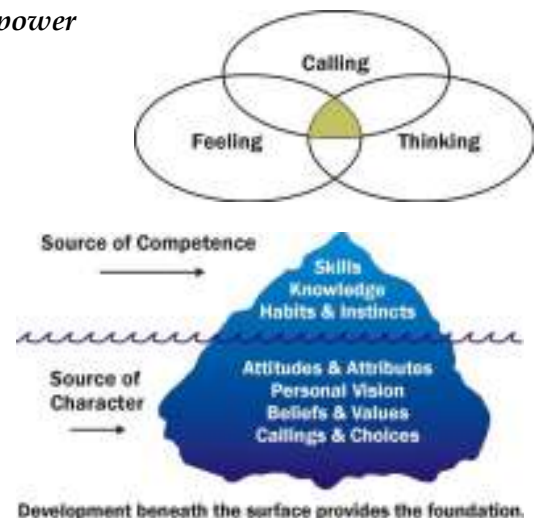
1. Physical
2. Financial
3. Professional
4. Personal
5. Social
6. Philanthropical
7. Spiritual



7 Levels of Empowerment

Empowerment should be earned as well as delegated based on developed trust in *Attitude and Ability (character and competence)*. *Trust in self* should be earned from within as well as with others to enhance communications, productivity, and harmony while decreasing conflict and wasted time.

1. Tell 2. Teach 3. Direct 4. Coach 5. Support 6. Delegate 7. Empower



DR. DAVID HILTON DYSON

Curriculum Vitae (CV) Summary

Professional Mission

To help people and organizations PLAN and LEAD in LIFE to flourish at our callings.

Education and Professional Development Preparation

- ♦ Doctor of Education, Higher Education Administration, Department of Educational Leadership, Vanderbilt University, Peabody College (1985-88)
- ♦ Institute for Educational Management, Harvard University (1985)
- ♦ Master's in Management, Birmingham-Southern College (1982-84)
- ♦ College Management Program, Carnegie-Mellon University (1982)
- ♦ Bachelor's in Business (Finance), Auburn University (1971-75)
- ♦ Jefferson County Schools, Alabama: Rocky Ridge, Berry, Gresham, Shades Valley (1959-71)
- ♦ 100+ seminars: planning, leadership, management, business, institutional advancement (1973-).

Professional Service Experience Highlights

- 1988- Program leadership, training, executive coaching, lecturer/professor, public service; author 3 books.
- 1980-88 College administration, adjunct faculty: Vice Presidents' Council, director of strategic planning, director of alumni affairs, graduate student (two degrees); dissertation, two articles published.
- 1975-80 Leadership/management consultant to students/alumni, seminar speaker/author, Career Planner.

♦ **Personal, Professional, and Leadership Development Advising, Coaching, Training, and Speaking:**

- Niche: *Personal/Professional/Leadership Development & Planning for Life/Profession/Organizations.*
- Executive and Professional Development Coach (executives, emerging leaders, professionals)
- Leadership Program Consultant (director, curriculum developer, faculty, lecturer).
- Seminars with authors: Dr. Stephen Covey, Dr. Ken Blanchard, Dr. Denis Waitley, Mr. Hyrum Smith.
- Continuing Education Resource (seminar developer, organizer, faculty, television/radio guest).

♦ **Education, Student and People Development:**

- Lectures: *Plan for School, Profession & Life; 7 Best Practices for Life Leaders; Mastering Your Goliaths: Lessons from David; The Purpose of Life; T.I.M.E.; Earning Trust and Empowerment; Strategic & Critical Thinking...*
- Professor: *Life Planning and Leadership; Strategic Management; Principles of Management; Entrepreneurship; Business Planning* – taught at three colleges/universities.
- Administration: VP Council (Associate VP), Budget Committee, director of planning, alumni affairs (management, events, services, annual giving, community), Birmingham-Southern College.
- National Director of Chapter Development, Pi Kappa Alpha National Fraternity professional staff: resident counselor program, chapter expansion, speaker for conferences, training.

♦ **Public Service and Association Leadership and Management:**

- Founder and director of Life Leaders, 501 (c)(3): monthly seminars and public service – Personal Leadership (1992-); Plan for Life (1992-); Patriotism in Action (2003-), Freedom to Flourish (2013-).
- Executive director of nonprofit, volunteer president of associations and boards; tv/radio guest, speaker.
- Board leadership and management planning and development.

♦ **Publications:** *Professionalism Under Stress, Patriotism in Action, Suggestions for Successful Living, Presidential Priorities, The Career Planner; Master Your Goliaths Workbook;* journal articles for governing boards on *selecting executives/time priorities, Personal Leadership; Attitude; Purpose of Life; Empowerment; Ethical Fitness...*

Awards and Honors

- ♦ **Community:** *10 Outstanding Young Citizens in Alabama; Outstanding Young Educator, Birmingham; Top 40 under 40, Birmingham; Johnny Johnson Loyalty Award, Life Leaders.*
- ♦ **University/school:** *Academic Honor Graduate (4.0), Masters in Management – Birmingham-Southern College; Top 10 Seniors – Auburn University; Outstanding Undergraduate and Outstanding Alumnus – Pi Kappa Alpha Fraternity at Auburn University; #1 in Region & #7 in Nation & Diamond Award for Working 70 Hours Per Week (Bible sales, summer) – Thomas Nelson Publishers; Citizenship Speech Award (Freedom).*



LIFE LEADERS

Mission: To empower people to PLAN and LEAD in LIFE....

“a mutual improvement society that helps people succeed in life....”

--BIRMINGHAM Magazine 1993--

Best-Self Leadership for ourselves, our city & state

Personal Leadership and Professionalism

Plan for School, Calling & Character

Patriotism in Action

Freedom to Flourish / Freedom Lives in Birmingham, Alabama

America's Veterans Day Founding in Alabama History and Character Education

Seminars, Workshops and Events Annually or most years for Members, Guests, Public

Monthly Offerings Contributing to Plans and Development in the 7 Areas of Life

- ◆ Improve your Plan for 7 Areas of Life along with other positive people
- ◆ Master Your Goliaths: Steps to Set and Achieve Resolutions
- ◆ Plan for Life Workshops January and mid-year, plus Professional Plan seminar
- ◆ Best-Self Leadership Strategy: 7 Best Practices to PLAN and LEAD your LIFE
- ◆ Financial Freedom to Flourish at your Callings
- ◆ Time, Inspiration, Money, and Energy to Live Your Priorities
- ◆ Memorial Day, Independence Day, Veterans Day Commemorations and patriotic service to veterans
- ◆ The 3 Freedoms of Birmingham, Alabama
- ◆ Personal Leadership for Patriots
- ◆ Patriotism in Action Tribute to the Founder of America's 1st Veterans Day
- ◆ Professionalism Under Stress
- ◆ Earning and Delegating Empowerment
- ◆ Newsletter monthly and bonus journals and/or messages with information and inspiration.

Public Service Goals Summary

1. Students, veterans, professionals, families, and communities write plans to inspire and guide them.
2. Birmingham and Alabama are branded educational and event leaders as birthplace for America's Veterans Day, Civil Rights Movement, and Freedom to Flourish at our Callings.

Regional U.S. Personal Leadership Seminars presented at Birmingham-Southern College

7 Habits of Highly Effective People

Personal Excellence/Leadership

Time-Quest & Belief Windows

Becoming the CEO of Your Life

Dr. Stephen Covey, Covey Leadership (1993)

Dr. Ken Blanchard, Blanchard Training (1994)

Mr. Hyrum Smith, co-founder, Franklin Day Planner (1995)

Dr. Denis Waitley, author, *Psychology of Winning* (1995)

Benjamin Franklin met weekly with his “mutual improvement club.” **Napoleon Hill** researched 20 years the “success formula” of highly prolific people like **Andrew Carnegie** and **Thomas Edison**, concluding they develop “definite purpose and plans” and “harmonious personalities and relationships.”

Life Leaders grew from a mission inspired by Dr. Hill and Mr. Franklin. Corporate training and college students of Dr. Dyson asked for additional seminars and services connected to learning and developing as our *best-selves*. Johnny Johnson and David met weekly for 10 years, then expanded to invite friends of like minds to form the Personal Leadership Association in 1992, which expanded to Life Leaders and became a 501 (c) (3) charitable organization based in Alabama supporting education and community development.

Curriculum for *Personal-Team-Leadership* Development

3 Levels and 7 Strategic Skill Sets for Development Recommended for Professionals, Leaders

Leaders for People (students, emerging leaders...) and Organizational Development as well as motivated people interested in Professional Development can review and select topics for our discussion of your strategy.

Strategic Skill	Individual Leadership Personal/Life Leadership & Professionalism	Team Leadership Interpersonal leadership, supervision & communication	Organizational Leadership Managerial leadership & succession leader development
1. Leadership	Personal leadership, <i>7 best practices for Life Leaders</i> , <i>7 Areas of Life</i> , <i>7 best practices for professional life</i> , <i>7 levels of earning empowerment</i> ; <i>7 levels of trust</i> ; earning and re-earning trust; preparing for promotion, portfolio of best practices...	7 levels of delegation & empowerment: when to direct, when to delegate; what to do when they fail, when they succeed; stating intent about level and style of leadership, servant leadership, from managing to mentoring...	<i>7 Levels of Leadership</i> , earning empowerment as the leader; visions for effective positions; helping people prepare for promotion and performance better and faster...
2. Plan, Assess, Results (PAR)	<i>Plan for life</i> (school/profession-mission, vision, goals, time priorities, <i>7 Areas Professionals Plan, Assess, Reward</i>); assess attitude and ability, individual development plan; strategic assessment; stating intent/help manager mentor.	Team/department/business center plan, coaching others, performance evaluations, helping people succeed and develop; shared vision/win-win agreements, preparing for promotion to empowerment levels and positions...	Strategic thinking and planning; corporate constitutions and how to use them; 7 areas to Plan, Assess, Reward; reward systems that support sustainment; basics of benchmarking; strategic factors, hiring people who match, developing distinctions...
3. Decisions and Actions, Strategic and Critical Thinking	Calling-feeling-thinking model, <i>Ethical Fitness</i> and where it develops, <i>7-step LEAD Decision-making Guide</i> , ethical dilemmas, “harder right,” ethical & unethical beliefs & values, strategic thinking...	Guide for decisions with others, facilitating group decisions, meeting leadership, good/bad beliefs affecting work ethic...	Critical thinking; Corporate Constitutions, internalizing beliefs and behaviors at individual-team-organizational levels...
4. Attitude, Motivation and Resolution	<i>7 components of Attitude</i> , developing higher levels of calling, character, commitment, confidence... 7 steps to achieve a resolution (<i>master a “Goliath”</i>), <i>Maslow’s Hierarchy / Dyson Hierarchy of 7 Motivating Values</i> ...	Help team members develop higher level of calling, commitment, confidence...; mentoring and modeling; common managerial mistakes on motivation; motivators v. satisfiers...	Systems and structures to support desired levels of commitment, confidence, and trust; tools and systems for rewards and lasting motivation beyond our supervision and time...
5. T.I.M.E. and Stress	<i>Time, Inspiration, Money, Energy</i> , <i>T.I.M.E.</i> assessment, time priorities, important vs. urgent, <i>prime time management</i> , 7 generations of life and time management; 7 lessons for stress, <i>Fitness Package</i> ...	Coaching on time priorities to improve performance, communications, satisfaction...	<i>Time priorities of leaders</i> at “best” institutions vs. rest, using time priorities as part of hiring, training, planning, coaching to improve performance and development, minimize confusion by new hires...
6. Communicate and Influence	Stating intent and expectations, listening to understand, writing, speaking, followership, working on committees/teams...	Designing/leading meetings; facilitation, presentations, teaching...	Speaking at company meetings, public/professional societies, media interviews, radio/tv...
7. Professional and Business Competence	<i>7 components of Ability</i> ; specialized knowledge; basics of business, principles of management...	Department/business center leadership, management...	Executive leadership and management...

Seeds of My Calling—Dr. David Dyson

Common denominators for doing our best – regardless of academic, professional, or other life choice-- should be planned for, taught, and rewarded at home, school, church, and professional organization.--David

An excerpt adapted from Professionalism Under Stress (Dunn and Dyson): Burdens can become blessings. Written choices create clarity for callings. Persisting through pressure can help you develop into a *diamond* of a person – stronger and more valuable.

As a college student, I had to admit that if I kept doing the same jobs as I had been doing in the summer, I would not earn enough money to complete school – and I still did not own a car! I did the math. Income from working as a construction laborer during the week plus weekends as a lifeguard, golf course laborer, and cutting lawns would still not be enough.

Another motivation was stirring. Neither of my parents had a chance to go to college. I felt grateful for their support of my start in education, though I had no first-hand knowledge of whether a college education would help me succeed. I had seen graduates with good grades fall short of success and some without college education succeed. Deep down, I needed to prove to myself I could “make it” on my own.

Doing something “outside the box” seemed necessary. I sought a job selling Bibles and other books door-to-door because I heard you could earn much more than with hourly wages and it seemed meaningful. Plus, I figured, if I could follow the program of working 70 hours per week running my own business selling to strangers, I likely could do most anything else needed to survive – and hopefully succeed.

With my first bank loan, I bought my first car. After leaving home in Birmingham, I drove to Nashville for five days of school with The Varsity Company of Thomas Nelson Publishers. The last day, we were assigned roommates and instructed to drive to a territory 500 miles away from home, find a place to live, and work 12 hours per day, six days per week, knocking on doors to sell Bibles. The person with the greatest potential of anyone in the school was assigned as my roommate. We drove all day to Virginia and rented a room in a boarding house. The first day we went to our territories charged to work 12 hours and make 20 presentations. The second night, my roommate (*greatest potential*), came home and said, “This is too hard; I am going back to Florida!”

After the summer, when the “Top 20” in the nation were invited back to Nashville, I noticed faces of people who had not stood out at the school. The experience of seeing *great potential* fail to try long enough to succeed and seeing ordinary people do extraordinary things internalized for me that *plans and persistence are more powerful than personality*. Sometimes, “*we have to be willing to be bad at something long enough to have a chance to get good at it.*” I failed for days, though by the end of two weeks I was succeeding and ended the summer #1 in the region and #7 nationally. *Writing goals and making promises to prove something to ourselves and others helps us persist through adversity.*

In defense of *potential who quit*, the job was tough: 12 hours per day, 6 days per week, making 100 presentations per week to strangers. Like an Olympic athlete, success required dedication and dealing with paradoxes. Some people slammed doors in my face, others invited me to church. The school taught us about our books and sales but did not tell us about threats. One Saturday night, at my last presentation, a group of “drunk” men surrounded me wanting to fight; another time a man put a pistol to my forehead (without knowing I was siphoning gas out of my own car for a couple desperate to get to a friend’s death bed). Ambushes come in civilian life, too!

A blessing that summer came from reading books by Napoleon Hill, The Law of Success and Think and Grow Rich, which advocate common denominator “success formula” principles learned from Thomas Edison and 100 others among the most prolific that should be taught in homes, schools, and places of work and worship. Realizing that I had not been helped to write plans for life or learn key life leadership lessons, a sense of calling grew that I should help schools and students, plus professional and spiritual organizations help their people write plans and implement best practices. In my years as executive, career, and life coach plus trainer and consultant, I have learned that organizations need structure and curriculum in place to give people incentive to plan and lead in life as good stewards of our callings and talents. Adults, like students, tend to focus on what gets rewarded by the leader/professor.

Those who value *best-self leadership, stewardship of our callings and talents, and mentoring of others* support this calling. Thank you for considering ways we may work together. –David