



How to Build Your Leadership Skills and Rise to the Top!

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."
-- John Quincy Adams

Of all the benefits martial arts bring to a person's life, I believe leadership is at the top of the list. If you think about it, all of our life skills (such as discipline, respect, courtesy, goal-setting, honor, etc.) combine into a super-life skill called leadership. And the best thing about these skills is that they can be learned. Growing into a leader is the ultimate outcome of all of our programs.

There simply are NOT enough leaders in our society. Most people wait for somebody else to take the lead. Often, nobody does. It takes somebody special to step up to create change – either on a large or small scale. That person is called a leader. Leaders change the world.

Becoming a Leader

But to change the world, you must first change yourself. And that's what I want to talk about: building your leadership skills. By learning the secrets in this article, you'll give yourself an almost unfair advantage not only in martial arts, but also in the rest of your life. This is true whether you're an orange belt struggling with basic forms or a second-degree black belt who wants to become a certified instructor. It doesn't matter if your goals are big or

small. What does matter is your desire to lead. With that in mind, here are eleven proven ways to hone your leadership skills and rocket your way to the top! Let's start with...

#1.) Dare to Dream

Here's the first big step in building your leadership skills: dream. Leaders start with a vision of what is possible. They look at the status quo and say to themselves, "Things could be better. Things should be different. And I can make a difference". Writer Robert Collier said, "See things as you would have them be instead of as they are".

Don't be afraid of dreaming big, bold dreams, either. Successful leaders know it often just takes ONE person to rewrite the rules. Yes, one person can make a difference, whether it's just improving the life of one other person or spreading the word about the ATA and helping achieve the grand vision of 1,000,000 active members! So start with a lofty vision of how things SHOULD be. By starting with a big vision, you'll naturally attract others because most people want to belong to something bigger than they are. Imagine how things could be in the future, then get others to see your vision of what's possible. Theodore M. Hesburgh said, "The very essence of leadership is that you have to have vision. You can't blow an uncertain trumpet."



Ms. Lesley Casey
3rd Degree Black Belt and
Owner

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#2.) Set Goals

To be a leader, it's not enough to have a big vision. While that's a great start, you also need to set goals to *achieve* that grand vision. Why? Because a vision without a plan is nothing more than a pipe-dream. What separates the "wanna-be's" from leaders is that leaders set goals and take action to achieve their dreams. They commit to making a difference and LIVE that commitment. They walk the talk, aren't wishy-washy and know exactly where they're going. And people are naturally attracted to a person who knows where he or she is going. So, chart a course, rally others behind you, put your blinders on and don't let anything get in your way! For example, if your goal is to become a certified instructor, involve others in that goal. Have higher ranks critique your forms. Ask other students to put in some extra time sparring with you. Get feedback from your instructors. Make your goals public and unite others to help you achieve them.

#3.) Learn How to Communicate

All effective leaders inspire and motivate others. This takes good communication skills. It's one of the most important jobs of

a leader. Take this newsletter, for example. Every month, I talk about our goals and our philosophy. I also chronicle how we're all growing together (eg. student of the month) and pass along lessons to think about. But even more important, I also try to motivate you on sticking with your goals, working hard and achieving your dreams. By honing your writing and public speaking skills, you can reach a larger audience and influence many more people than talking to people one at a time. This takes time, but once you're in the spotlight and not afraid to make your voice heard, you will magnetically draw others to you.

#4.) Be Positive and Proactive

Nobody follows negative people. Why not? Because pessimists believe nothing is possible. But as you know, one of the main jobs of a leader is inspiring others to do what is possible. That's why those with an open mind, a "can-do" attitude and a positive outlook attract followers in droves. Try to see the positive in every situation. Even bad events often bear the seed of something positive. The Chinese say, for example, that "when one door closes, another one opens". When a negative or self-defeating thought occurs (which it does with all of us), think to yourself, "Is it a good

idea to voice this negative thought? How can I phrase this in a more positive way?" This, of course, is self-control. Also, instead of talking in terms of a "problem", phrase it as a "challenge". Thinking in a proactive way, seeing the positive in every situation and keeping negative thoughts at bay are all hallmarks of a leader.

#5.) Appearance Counts

Let's face it: people DO judge a book by its cover. Leaders throughout the ages have kept this in mind. In medieval Japan, for example, samurai were expected to set an example for "the lower classes" by the dignity of their appearance. This set them apart as the warrior class and earned respect. In our military, much care and attention is given to the cleanliness of uniforms, boots and living quarters. Not only does a slovenly appearance turn others off, it also signals you lack self-discipline and self-respect. So, as a leader in martial arts, make sure your uniform is clean at all times, that your weapons are in good shape (replace them if they're worn-out) and your sparring gear is clean and safe. When you're in public, remember you represent our academy to the outside world; you're an ambassador for all of us. Put your best face forward.

#6.) Invest in Others

Being a mentor is perhaps one of the greatest gifts of leadership. Mentoring others means being available, offering help, giving advice, listening to other people's goals and helping them overcome challenges. Do what you can to take others under your wing and work with them on a one-on-one basis to help them grow as a martial artist as well as a person. Leaders are the ones who want to make a difference not only in their own lives, but also in the lives of those around them. So remember that as a leader, you're also a role model. Why? Because you're on stage 24 hours a day, 7 days a week. Other people watch you like a hawk. This is why you always need to act with self-control, and set a good example for others to emulate.

#7.) Develop People Skills

Leaders motivate, influence and work with

11 Tips to Hone Leadership Skills

Powerful Leaders...

- Start with a big dream or vision
- Set goals and chart a course of action
- Learn how to communicate your vision
- Be positive and proactive
- Realize appearance counts
- Invest in others and be a mentor
- Develop your people skills
- Take the initiative
- Strive to improve every day
- Be humble and let your followers shine
- Be a great follower!

others. To do this requires people skills. But not everybody is a born extrovert. And not everybody possesses natural "charisma". If this sounds like you, don't worry. Some of the greatest leaders of all time were on the shy side at first and were thrust into a leadership role by world events (Gandhi comes to mind). These leaders stepped up, improved their people skills and became comfortable in the spotlight. If you have the drive to succeed as a leader, you're halfway there. Like all the other leadership skills, people skills and a more outgoing personality can be learned. Besides, is it really charisma that **creates** a leader? Or is it the other way around? In his best-selling book, Tribes, Seth Godin says, "I think most people have it upside down. Being charismatic doesn't make you a leader. Being a leader makes you charismatic". I agree. First commit to being a leader and you'll develop your charisma as you build your people skills.



#8.) Take the Initiative

A leader goes beyond the call of duty. For example, if a normal person sees that a job needs to get done, they usually just tell someone else about it. Not leaders. Nope. Leaders tackle the task themselves and get the job done. Here's a simple example: let's say a light bulb needs to be changed here at our academy. Instead of telling somebody that a light is out, a true leader will ask where the light bulbs are and change it himself or herself. Leaders are always ready to make a contribution, no matter how small and leaders don't wait for somebody else to take the reins and make things better. Instead, they take action.

#9.) Strive To Improve

"Today not possible, tomorrow possible"

is a famous saying we've probably all heard many times from our Eternal Grandmaster H.U. Lee (talk about a leader and a visionary!). His motto is even more true when you adopt the attitude of continual self-improvement. Commit to getting just that little bit better each and every day. Pick any one area of your life and say to yourself, "Today I'm going to get just a little bit better". It could be anything: practicing your forms, improving your eating habits, speaking in front of groups, sparring, patience, academics, you name it. Leaders know success is the sum of small efforts, repeated day in and day out and that the "secret of your future is hidden in your daily routine".



#10.) Be Humble

Great leaders are also humble. They allow others to take the credit for a job well done and know how to make their followers look good. This includes admitting mistakes. Contrary to popular belief, admitting a mistake is not a sign of weakness. Instead, it's a sign of strength. Admitting a mistake means you honor truth above being "right". True leaders take responsibility for their actions and allow their followers to take the glory. Finally, (and most important)...



#11.) Be a Great Follower

Here's a famous maxim: "To be a good teacher, be a good student". The same is true of leadership: You cannot lead others without

first being a good follower. All leaders pay their dues by being loyal and respecting their mentors, instructors and teachers. By doing so, you collect valuable advice and gain inside leadership secrets you can't get anywhere else. You learn as a follower.

Leaders do it first. They build credibility with their followers because they walk the talk before they ask others to do so. For example, you can't ask others to be on time to class if you don't get to class on time yourself. Again, leaders do it first. By being a loyal and respectful follower, you'll gain respect and admiration from others. Always respect your senior ranks and understand they put in the time, hard work and effort to earn to their position. Do so and you'll be rewarded with the respect of your juniors when you're at the top! Being a great follower is the biggest secret behind being a great leader.



Your Monthly Call to Action

We can all improve our leadership skills. Chances are, you don't possess all of these skills yet. But you WILL. All it takes is dedication and focus. This month I want you to work hard on these leadership traits. Follow my advice and you'll soon find yourself at the head of the pack of your school, in your job as well as your community!

-- Mrs. Casey



September 2009 Calendar of Special Events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 FULL WHITE UNIFORMS REQUIRED	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19 <i>Morgantown Open House 10 - 2</i>
20	21	22	23	24	25	26 <u>TESTING at Trinity HS</u>
27	28 Schedule addition: 7:30 – 8:15pm ATA FIT workout class	29	30			

September 2009 Special Announcements – Please Read!

EFFECTIVE SEPTEMBER 1ST, 2009

ALL ATA STUDENTS ARE REQUIRED TO RETURN TO OUR FULL UNIFORMS - THIS IS THE WHITE DOBOK.

All patches must be sewn onto the uniform and belts should be tied correctly.

Remember, the belt is part of the uniform and MUST be worn to class.

Females: may wear a WHITE only shirt or cammy under their uniforms.

Males: do not have to wear a shirt but if you do it also MUST be white.

Schedule addition: Monday and Wednesday at 7:30 ATA FIT workout class with Ms. Casey – limited space please see Front Desk for more information

September 2009 Student of the Month!

YOUR NAME!

Demonstrating Leadership!

This month, with our focus on Leadership, I want to acknowledge a student who has **demonstrated amazing leadership skills** here in our academy. His/her name is does your name belong here? and he/she is currently a your rank belt here in our academy. He/she is our pick for student of the month for September 2009!

Here are some reasons I chose your name for Student of the Month and how he/she stands out as a leader in our academy:

- 1.) Always shows respect to his/her parents and instructors
- 2.) Attends TKD class regularly and works hard when in class
- 3.) Always on time for TKD class and is always willing to help out when asked

- 4.) Sets goals and works hard to achieve them

Here are some other interesting facts about a GREAT leader that you might not know:

- a.) ATA recognizes its Leadership Program as the elite
- b.) Enjoys the opportunity to give back to others and help them
- c.) Allows you to compete for State and World Champion status

Does this sound like a challenge you would like to accept?

Let's all congratulate does your name go here? on being chosen as Casey's ATA Black Belt Academy Student of the Month for September 2009 –



he/she living proof leaders can be created through the training they receive here in our academy!

Student Birthdays at Casey's ATA BBA!

9/1 Landon Murdock
9/1 Malachi Church
9/1 Rick Rinschler
9/4 Jeff Frisbee
9/5 Thomas Ayooob
9/5 Guy Southerly
9/6 Ethan Ham
9/7 Emily Goldcamp
9/9 Anneliese Kaczmarek
9/10 Riley Hinebaugh
9/11 Zackary Hamrick
9/14 Jacob Pocius
9/14 Madison Matlick
9/15 Eddie & Erin Pride
9/16 Chloe Shoemaker

9/17 Alex Robba
9/18 Mustafa Rai
9/18 Nathaniel Selfridge
9/21 Brady Hosaflook
9/22 Robin Denjen
9/23 Kayla Witschi
9/24 Jeffrey Lindsay
9/26 Chris Morgan
9/28 Christopher & Nicole Schumacher
9/29 Kyle Diven
9/29 Alex Newman
9/30 Dainyah Thomas

Let's wish all the birthday students a warm and happy birthday!

Leadership: The One Program That Puts You on the Fast-Track to Becoming a Leader for Life!



In the main article, I gave you a lot of great tips to build your leadership skills. But they're nothing compared to what you'll learn with this next resource! It's called our Leadership Program. And it's changing the lives of thousands of ATA students all over the world.

What is the leadership program? The answer is simple: it's a program where you learn to be a role model for other students. In this exclusive program, you learn all the essential leadership skills such as motivating, coaching, training, and guiding others. You also fine-tune all the traits I talked about in the main article. Plus, you get other special benefits not open to other students. Here is a quick breakdown of everything you get in Leadership:

- Access to special Leadership classes (learn how to think, act and communicate like a leader)
- Special Leadership-only workouts with higher ranks
- The chance to train and guide Others
- Exclusive Leadership life skills training
- Speaking in front of others in a leadership role
- Qualification for State Champion competition
- Special board breaking
- Opportunity to become a certified instructor
- Demo Team participation
- Special discounts (15% pro shop discounts)
- Guest privileges
- Unlimited classes per week (train five days a week)

Who should consider the Leadership program? You – if you want to discover how to lead others and gain the respect and admiration that comes with it. You see, Leadership is for the few exceptional individuals that strive to be more than average.

The Leadership program benefits you all the way around. I've known students who worked in a dead-end job when they joined

Leadership (not even knowing what it was all about). Once they started implementing their class skills in the workplace, things changed for them dramatically. They started moving up at work. Landed a raise. Kept their job while others lost theirs. Others were students who were underachievers in school. But after joining Leadership, their self-confidence shot up and they turned their grades around. Another person gained the self-confidence to start his own successful business. None of this would have been possible without the training they received in Leadership.

People have literally turned their lives around with the secrets and strategies they learned in Leadership!

If you've ever wanted the "fast track" to all the valuable leadership skills I talked about in the main article, this is your chance. In the next few weeks, I'll be handing out special invites to join Leadership to a select few students. Not everybody qualifies. If – and when – you receive one of these special invitations, please see me and we'll discuss pricing and what the program entails. Join the #1 program for becoming a respected leader right here in our academy!



New Students at Casey's ATA Black Belt Academy

John McCormack
Emily Goldcamp
Maddox Walls
Shelby Walls
Nicholas Huber
Kendall Huber
Dani Douglass
Caden Schmidle
Bryce Bloniarz
Alex Shahan
Connor Knotts

Olivia Cook
Aiden Arnett
Ty Cottrill
Lori Reed
Jaxson Matheny

A special "welcome aboard" goes out to everybody who has made the life-changing decision to enroll in our academy!

Ms. Casey

It's time for... **TAEKWONDO TRIVIA**
Test Your Martial Arts Knowledge...and Win!

Student Name _____

According to the main article:

QUESTION #1: The first task of a leader is...

- ___ a.) Having a superstar personality
- ___ b.) Respecting his or her higher ranks
- ___ c.) Easier said than done
- ___ d.) Creating a vision of what is possible
- ___ e.) All of the above

QUESTION #2: Leadership skills...

- ___ a.) Are innate and in-born
- ___ b.) Are best learned as an adult
- ___ c.) Belong to those in power
- ___ d.) Can be learned
- ___ e.) None of the above

QUESTION #3: People follow...

- ___ a.) Their own path more than others
- ___ b.) Somebody who knows where they're going
- ___ c.) Only a person with leadership skills and trust
- ___ d.) Leaders with an out-going personality

QUESTION #4: Samurai in Medieval Japan...

- ___ a.) Wore armor laced with gold
- ___ b.) Knew the importance of appearance
- ___ c.) Honored the emperor as their leader
- ___ d.) All of the above

QUESTION #5: You need to be a great follower to become a leader because...

- ___ a.) Your mentors pass down valuable knowledge
- ___ b.) "Leaders do it first"
- ___ c.) Leaders walk the talk before they ask others to do so.
- ___ d.) You need to pay your dues.
- ___ e.) All of the above

Don't forget! Any student who answers all the questions correctly (without help from an adult) wins a \$5 Karate Dollar towards their next testing, something from the pro shop or tuition! (Note: one Karate dollar per purchase, please).

I Need YOUR Help!

I'd like to thank those of you who have participated in the Student Referral Program! Marketing for new students costs us tons of time, money and energy. Like any business, we need new students to stay in business. Over the years we have found that looking for new students takes away from the time we would rather be spending with you and for you and teaching other students!

If I've already helped you or your child with martial arts instruction, then you know how well I serve my students. When you refer your friends and relatives to us, everybody benefits. We can serve you and your kids better. You receive a nice gift. And we assure that we'll take the very best care of any friends or family that you refer our way! For more information about our referral reward program, just give us a call at: **(304) 282-1664**. It's a great

program where, as our way of saying "thanks", we send you a token of our appreciation for recommending us!

Also: If you would like any of your friends, coworkers, relatives, business acquaintances, etc. to receive a FREE subscription to this newsletter, please call me at the same number: (304) 282-1664. We'll also send them a note with their first issue telling them that you suggested they receive this newsletter, and to contact us if they would like it to stop at any time. If you enjoy this newsletter, share it with people you know, with no hassle for you!

September 2009 Special Leadership Offer! Join in September and Save \$100!

Leadership Special!

Join Leadership This Month and Save \$100!

If you're one of the lucky students who receives an invitation to join Leadership this month, I have something that will help you make your decision a whole lot easier. Join in the month of September and take a full \$100 off the program. This is an extremely generous offer since Leadership is already super-affordable. Just think of all the skills you'll develop by training with the top students here at our academy: access to special Leadership classes, Leadership-only life skills training, advanced self-defense techniques, special board-breaking classes, the ability to go for State Champ, guest privileges, more classes and training time, special mentoring from the chief instructor, a chance to guide and train others...and a whole lot more! It's the one program that teaches everything I talked about in the main article this month and takes your training to the next level! Please see me for more complete details and schedule a private consultation regarding Leadership! Be one of the exceptional individuals who strive to be more than average!

September 2009 Special Leadership Offer! Join in September and Save \$100!

Casey's ATA Black Belt Academy

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