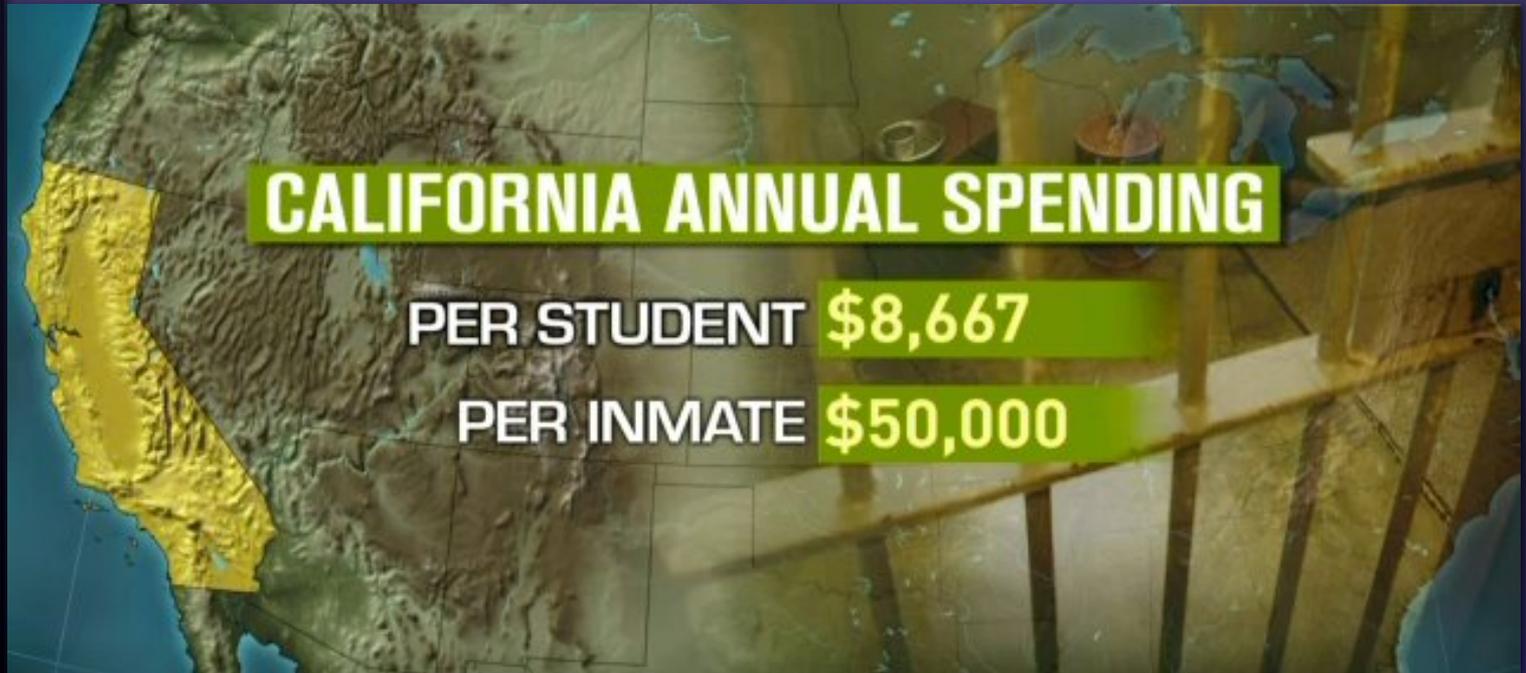


*“How Good Do You  
Want To Be?”*

*Dr. Frank Tracz  
Kansas State University*

*“Why do we strive for  
excellence when  
mediocrity is required?”*

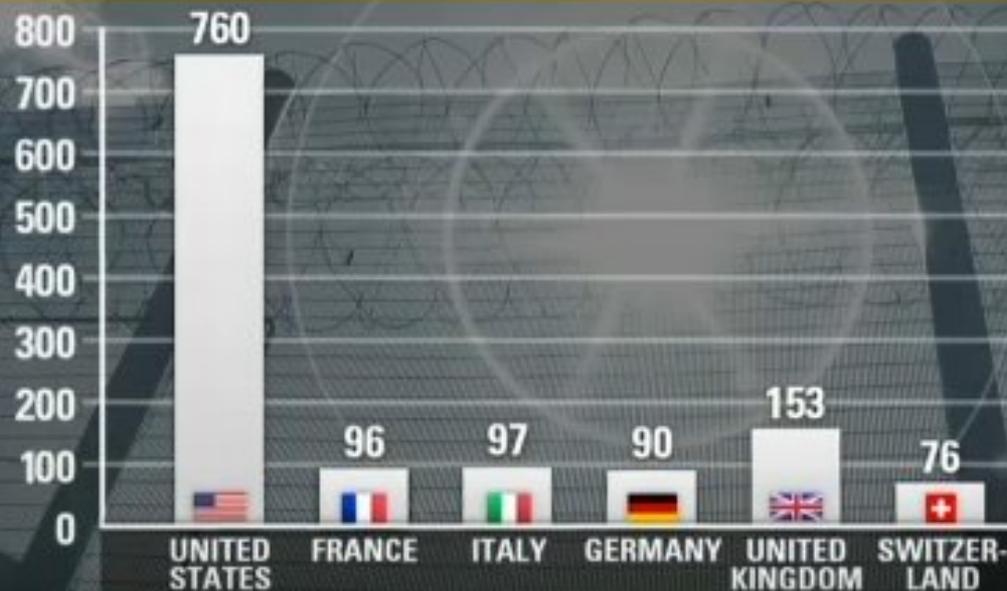
# *The Problem.....*



# *More problems .....*

## INCARCERATION RATE PER 100,000

OECD, 2009



## *Albert Einstein:*

- ★ "I fear the day when the technology overlaps with our humanity. The world will only have a generation of idiots."

# *Having a Coffee...*



*Get together in a restaurant...*



# *Enjoying the beauty in a Museum*



*Pleasantly chatting in a café...*



*Enjoying a day at the Beach...*



*At the Stadium supporting the team...*



*Having fun with the girlfriend...*



*Appreciating the Town in a convertible...*



# *Albert Einstein*

- ✦ Einstein was right...I Know...
- ✦ Who is/was Albert Einstein???

*“I Do It For Me”*

*“So, how good do you  
want to be?”*

*“You can achieve the  
unachievable.”*

*“The cleverest people at school are not the most successful.”*

# *The Fundamentals*

- ✦ Energy
- ✦ Enthusiasm
- ✦ Emotion
- ✦ Hard Work

# *“Leader’s Creed”*

- ✦ Do not seek praise, seek criticism.
- ✦ It’s all my fault.
- ✦ Don’t look for the next opportunity. The one you have in hand IS the opportunity.
- ✦ Accentuate the Positive.
- ✦ Eliminate the Negative.
- ✦ Don’t promise what you can’t deliver.
- ✦ When it can’t be done, DO IT. If you don’t do it, it doesn’t exist.
- ✦ If you can’t solve a problem, it’s because you’re playing by the rules.

## *“OOPS!”*

- ✦ The person who doesn't make mistakes is unlikely to make anything.
- ✦ Fail, fail again, fail better.
- ✦ It is wrong to be right!
- ✦ It is wrong to be wrong!
- ✦ Don't be afraid of silly ideas.

*SALE*

*Pre-Fire Sale*

## *You...*

- ✦ Give yourself some spin!
- ✦ It's not WHAT you know, it's WHO you know.
- ✦ Don't give a speech, put on a show.
- ✦ Don't be afraid to work with the best.
- ✦ Do not try to win awards.

*“Awards are badges of  
mediocrity.”*

*-Charles Ives*

*You don't have to be  
creative to be creative.*

*How you can make  
your \_\_\_\_\_  
great.*

*We can ALL make a  
difference.*

*We are all in SALES!*

*Dr. Frank Tracz, Ph.D.*  
*Director of Bands*  
*Kansas State University*

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