“Engage Your Students: STRIVE for Excellence”

Dr. Frank Tracz
Kansas State University
Conn-Selmer Institute
Sunday, June 6, 2010
7:30-8:30
“Why do we strive for excellence when mediocrity is required?”
“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.
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!
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