



January 13, 2010

Dear Superintendent Friends,

Here's a quick follow up to our meeting in Albany on January 11th. You all were fun to hang with. What a great way to kick off the year. Thanks for that!

For those of you who would like a brief recap of the material covered in my presentation, here are a few notes:

There are four profiles in the book, [*The Age of Speed*](#):

1. **Zeppelin** – Individuals and/or corporations who don't adapt will be passed by.
2. **Balloon** – Floating along is a luxury. Learning just by trial and error can leave you behind.
3. **Bottle Rocket** – Embracing speed of execution without harnessing it can lead to a blow up.
4. **Jet** – Use the three qualities of a Jet for your competitive advantage.

The qualities of a Jet are:

1. **Align** – Use the emotional buzz to your advantage. What difference do Superintendents make in the lives of the kids you serve and you own inner circle? Align the ant-like subconscious mind and the elephantine subconscious with a thought that creates a physical reaction.
2. **Agile** – Do what the competition is not willing to do. Your competition is a high performing Superintendent that does what you do. Cascade this concept through your organization by using the Gold Dot as a trigger for the emotional buzz.
3. **Aerodynamic** – Eliminate micro-drag by reducing interruptions and multitasking of important activities. Eliminate macro-drag (low confidence and high fear) by making a decision to go into "your race day" and have fun!

Finally, as a reminder, if you would like to receive my weekly coaching eBrief called Full Speed Ahead, click this link and sign-up in the top right corner:

[Full Speed Ahead – 70 Second eBrief](#)

Here's a great 2010 for you and your team.

Until we cross paths again, it's full speed ahead,

Vince Poscente
New York Times Bestselling Author
Olympian and Speaker Hall of Fame