

# The 8 To Be Great Educational Program

## Instructor's Workshop Guide



The purpose of this workshop is to expose students to the eight principles that lead to success in any career and help prepare them to enter the workforce. The workshop is based on the book *The 8 Traits Successful People Have In Common – 8 To Be Great*, which is the result of ten years of research on success by author Richard St. John. Students rarely get engaged in a book, but they are eager to explore this one because it offers these four different ways to become engaged:

1. Graphics
2. Quotes
3. Narrative
4. Stories

The exercises shown here provide a starting point and they can be adapted to your own teaching style. The idea is to make the workshop active, not passive, and make the sessions fast and exciting. Encourage students to take notes, move around, interact, and share ideas. The outline below is for a workshop that lasts about one-hour. The time is variable, depending on how many students speak to the class. With the optional exercises, the workshop can last a couple of hours or more.

### ONE-HOUR WORKSHOP

#### **HAND OUT THE BOOKS** (one minute)

This workshop only works if each student has a book in their hands, so step one is to hand out the books.

#### **WHO IS RICHARD ST. JOHN?** (two minutes)

“Today we’re going to be looking at a book called *The 8 Traits Successful People Have In Common: 8 To Be Great* by Richard St. John. You may be wondering who Richard St. John is and what credentials he has to talk about success, so I’ll tell you

a little about him.

“He started a marketing company that has been successful for over 25 years. They produce marketing campaigns, videos, and websites for technology products like BlackBerry®. He has won top marketing awards, including best corporate video and script in the world. He has run more than 50 marathons on all seven continents, with a personal best marathon time of two hours, 43 minutes, and he has also climbed two of the world’s highest mountains. He did what he loved and became a millionaire. “Then one day Richard sat next to a teenage girl on a plane. She came from a poor family, but she wanted to get somewhere in life, and she asked him, ‘What really leads to success?’ He couldn’t answer her question, but she got him thinking, and he started a project to interview successful people and ask them what helped them succeed. The end-result is the book *8 To Be Great*. Now let’s watch a short video and Richard can tell you about it himself.”

**SHOW THE SUMMARY VIDEO** (six minutes)

**EXERCISE 1 – FAVORITE GRAPHIC** (20 minutes, depending on how many students speak)

**SET UP:** “Now you have three minutes to skim through the book and pick a graphic that stands out for you.” As an instructor, it helps to tell the students which graphic stood out for you, for example: “The graphic that spoke to me the most is on page 23. It’s called ‘Strivers versus Seekers.’ I wasn’t a striver who knew what my passion was. I went through much of my life on that squiggly line being a seeker and trying to find my real passion, and in the end I finally found it in education.”

**THREE MINUTES TO FIND GRAPHIC:** “You now have three minutes to skim through the book and pick one graphic that stands out for you.” It helps to keep this exercise very intensive, so just give the students three minutes to do it. You can make it longer, but they get the idea there’s immediacy.

**FORM GROUPS OF THREES:** Next, have the students stand up, form groups of three people, and introduce themselves to each other.

**ONE MINUTE TO REPORT TO YOUR GROUP:** “You each have one minute to tell the other members of your group the page number of the graphic you picked, what the graphic says, and why you picked it.”

**SOME STUDENTS SHARE WITH CLASS:** When they finish speaking within their groups: “A show of hands – who picked a graphic in the Passion chapter?” Ask a few of those people to share it with the whole class: “Tell us the page number of the Passion graphic you picked, what it says, and why you picked it.” Then do the same for the other seven traits. If two people each speak about one trait for a minute, it will take about 16 minutes to cover the eight traits.

**EXERCISE 2 – PICK A QUOTE/STORY** (20 minutes, depending on how many students speak)

**SET UP:** This exercise pushes the students a little deeper into the content of the book by getting them to pick a favorite story or quote in a different chapter. “Turn to the chapter that has your favorite graphic. Now go to the next chapter. So if your favorite graphic was in chapter three, turn to chapter four. If your favorite graphic was in the last chapter eight, go to chapter one.”

**FIVE MINUTES TO SKIM CHAPTER AND FIND QUOTE/STORY”** “Now you have five minutes to skim read that chapter and find a favorite quote or story. It helps if you put checkmarks next to quotes or stories you like so you can find them again.”

**FORM GROUPS OF THREES WITH DIFFERENT PEOPLE:** When the five minutes are up, have the students stand up and form groups of threes, but with different people than the previous exercise.

**ONE MINUTE TO REPORT TO YOUR GROUP”** “You each have one minute to tell the other members of the group the chapter of your favorite quote or story, and why

you picked it."

**SOME STUDENTS SHARE WITH CLASS:** After students finish speaking within groups: "A show of hands – who picked a quote or story in the Passion chapter?" Ask a couple of people who haven't already spoken to share it with the whole class: "Tell us the chapter of your favorite quote or story, and why you picked it." Then do the same for the other seven traits. If two people each speak about one trait for a minute, it will take about 16 minutes to cover the eight traits.

**EXERCISE 3 – HOW DO I SCORE ON THE EIGHT TRAITS? (two minutes)**

Prior to the workshop, make copies for the students of page four, "How Do I Score on the 8-Traits?" Hand out the copies: "Now you're going to get a chance to score yourselves on the eight traits. For instance, have a look at number two, work. How do you score? Are you down around number one where you slack off a lot, or are you closer to seven where you work really hard? Put an X where you think you score now and a circle where you want to be. You have two minutes to rate yourself, and feel free to make notes, because these sheets are yours to keep." When the students have finished start a short discussion: "So how did you score? Any comments? Were you honest with yourselves?"

**END THE WORKSHOP (one minute)**

The above exercises provide an effective, powerful, one-hour workshop that engages and informs students on the eight principles that lead to success in any field. For longer workshops or assignments, below are some other exercises.

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**OPTIONAL EXERCISES**

**EXERCISE 4 – GROUP PRESENTATION**

The students are put into groups and each group is tasked to create a presentation on one of the eight traits to show to the other groups, as opposed to an individual presenting to the class.

**EXERCISE 5 – ONE-PAGE EXECUTIVE SUMMARY OF A TRAIT**

Read a chapter on one of the 8 Traits, then do a one-page executive summary: "Pick the trait most important to you, read the chapter on it, and write a page on why it's important and what you learned that will help you." This exercise could extend over time so the students eventually write executive summaries of all eight traits.

**EXERCISE 6 – INTERVIEW SUCCESSFUL PEOPLE**

In this exercise, the students: 1. Structure a set of interview questions based on the eight traits. 2. Make a list of possible people to interview. If you know the career path you are interested in pursuing, target successful people in that field. 3. Set up a couple of interviews. Go out and interview local successful people, making sure you take notes or record the interview. 3. Write a report on the factors that helped these people succeed and what you learned. The exercise can be done individually or in teams of two or three students.

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**The 8 To Be Great Educational Program EXERCISE**  
**Where do I stand on the 8 Success Traits?**

Rate yourself on the 8 Success Traits.

Mark an X on the number that reflects where you are now  
 and circle the number you'd like to be at the end of this semester

Don't know what I Love	<b>PASSION</b>					Have found my passion	
1	2	3	4	5	6	7	
I slack off a lot	<b>WORK</b>					I work very hard	
1	2	3	4	5	6	7	
I dabble in a lot of areas	<b>FOCUS</b>					I'm very focused on one area	
1	2	3	4	5	6	7	
I don't push myself	<b>PUSH</b>					I push myself a lot	
1	2	3	4	5	6	7	
I don't come up with ideas	<b>IDEAS</b>					I come up with many ideas	
1	2	3	4	5	6	7	
I'm fine the way I am	<b>IMPROVE</b>					I keep Improving	
1	2	3	4	5	6	7	
I mainly serve myself	<b>SERVE</b>					I serve others	
1	2	3	4	5	6	7	
I often give up	<b>PERSIST</b>					I keep persisting	
1	2	3	4	5	6	7	