

# GET READY TO GET READY

## THESE PRO TIPS WILL MAKE YOU A BETTER LEADER FOR THE STAFF.

### LEADERSHIP PRO TIPS:

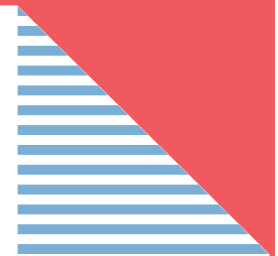
1. Read Start with Why: How Great Leaders Inspire Everyone or watch the TedTalk.
2. Set SMART goals. Work with editorial board and adviser to set goals for team, coverage and production.

### SELF KNOWLEDGE PRO TIPS:

1. Talk to your adviser and complete a self inventory. What do you know about yearbook, management and yourself? What do you need to learn?
2. Learn more about your personality and how you interact with others. Take the True Colors quiz.
3. Learn about your leadership style and your conflict resolution style. Just Google the quizzes.

### ORGANIZATION PRO TIPS:

1. Read QBQ: Question behind the Question, Flip the Switch, Leaders Eat Last, Radical Candor or Servant Leadership.
2. Don't reinvent; borrow or share. Networking allows you to adapt systems developed by others to fit your staff.
3. Ask your adviser. Ask your rep. Don't be afraid to ask questions; you have a built-in support situation.
4. Google it, seriously, just Google it



# OWN YOUR BOOK

## AS EDITOR, YOU HAVE BOTH THE PRIVILEGE AND RESPONSIBILITIES OF LEADING THE STAFF NEXT YEAR.

### OWN YOUR VISION

Know what you want.  
See where you are going.  
Get others to join the journey.

### OWN YOUR VISION

#### LOOK IN THE MIRROR

Be honest with yourself.  
Work on your weaknesses.  
Model your strengths.

#### BE WILLING TO LEARN

Production knowledge is key. Learn as much about yearbook as possible.  
Management is likely a newer skill; it may take some practice.

### OWN YOUR VISION

#### BE THE CULTURE

Plan for activities all year; don't get too busy to foster staff culture.  
Trust is key. And if you lose it, it's really hard to regain it...  
Team building early pays off all year; later, it maintains momentum.  
Fun makes all the hard work worthwhile. Celebrate regularly!

#### BE THE GUIDE


Guidance — in the form of on-going, timely feedback — is important to the staff.  
Processes for tracking and efficiency often need reinforcement.  
Skills training as you begin will start you off on the right track.

#### BE THE VOICE

Messaging systems you might consider include Slack, Base Camp, Remind and others.  
Updating your staff will let them know about changes and progress.  
Checking In might involve areas of live outside of yearbook. Is everyone OK?

TURN THE PAGE

HERFF JONES  BY YOUR SIDE.



“LEADERS **CREATE**  
A VISION,  
**ARTICULATE**  
THE VISION,  
PASSIONATELY **OWN**  
THE VISION AND  
RELENTLESSLY **DRIVE**  
IT TO COMPLETION.”

-JACK WELCH

HERFF JONES  BY YOUR SIDE.



**“GREAT LEADERS**

**ARE NOT THE STRONGEST,  
THEY ARE THE ONES WHO ARE  
HONEST ABOUT THEIR WEAKNESSES...**

**THEY ARE THE ONES WHO  
ADMIT HOW MUCH  
THEY DON'T KNOW.”**

**-SIMON SINEK**



**“CULTURE IS  
SIMPLY A SHARED  
WAY OF DOING SOMETHING  
WITH A PASSION.”  
-BRIAN CHESKY**

HERFF JONES  BY YOUR SIDE.