

learning guide



Juice

a short film by Dewitt Jones

Juice by Dewitt Jones

Juice Learning Guide

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About Dewitt Jones

Dewitt Jones is one of America's top professional photographers. Twenty years with National Geographic photographing stories around the globe has earned him the reputation as a world-class photojournalist. As a motion picture director, two of Dewitt's films were nominated for Academy Awards.



In the business community, Dewitt's work is also well known. He rose to the forefront of creative marketing by photographing national advertising campaigns for organizations such as Dewar's Scotch, Canon, and United Airlines.

Dewitt has published nine books including *California!* and *John Muir's High Sierra*. His most recent book, *The Nature of Leadership*, was created in collaboration with Stephen R. Covey.

Speaking to audiences across the country, Dewitt is recognized as a renowned lecturer. His genuine style and ability to communicate with audiences make his presentations truly outstanding. Dewitt's inspirational messages are further discussed in his best selling training programs.

Dewitt graduated from Dartmouth College with a B.A. in drama and holds a Master's Degree in filmmaking from the University of California at Los Angeles.

To learn more about Dewitt Jones, please visit www.dewittjones.com.

Introduction

Thank you for your interest in *Juice* by Dewitt Jones. This beautiful and sincere story resonates with viewers long after they have seen the short program. By encouraging people to find their passion and to honor what's important to them, this film offers life long value and truly is applicable to every audience.

This guide can be used both independently and in a group setting. By using it, you will be able to dig a little bit deeper into the importance of passion and to find the juice— the power, the passion, the joy— in all that you do.

JUICE REMINDS US:

- Inspiration can come from anywhere, and often comes from the most unexpected places
- Determination and focus come with practice
- Passion gives us the power to fulfill our dreams

Using Juice

Juice can be used in a multitude of ways. Some options include:

MEETING OR SESSION OPENER

Trainers can begin any meeting, conference or event with *Juice*. This charming and enlightening story will kick off your session in a positive and open light. Because it is only three minutes long, it quickly and easily captures people's attention without taking up a lot of time.

MEETING CLOSER

Also an appropriate conclusion to your training session, the program sends participants home with a new-found inspiration to find the juice in their camera.

THANK YOU/ATTENDANCE GIFT

Juice is an ideal film to license and give away to your group, whether or not they have already seen the program. It is perfect for individual use and participants may enjoy sharing Dewitt's message with their family and friends. It can also be combined as a refresher for training sessions that incorporate Dewitt Jones' other titles.

Program Insight:

“What a lesson! ‘Does your camera have juice in it?’

Adam had it. Do you?

That energy, that force that lights up our lives.

I ask myself that question everyday and I think of Adam and his juice camera.”

Passion. We hear about passion all the time; it’s not a new idea or phenomenon. It’s practically become a buzz-word in today’s society. Yet it is not something we can ignore. Passion really is a critical piece in achieving and surpassing our goals and expectations. It is so important to understand how fueling your passion can make an insurmountable difference to your company, community, family, and to your life on a personal level.

In Dewitt Jones’ *Juice*, to five-year old Adam, his passion in the story is literally juice. It is the perfect metaphor, because the juice in the toy camera represents the passion and energy we all need in our lives.

For some of us, it is as obvious as the juice in our camera. We know what we want, we have a goal, and we just need to create a plan, stick to it, and get there. On the other hand, for many of us, it might not be quite as apparent. We have to do a little searching to find our juice, our power, our passion.

Either way, the passion is there— we just have to find it and learn how to use it.

Inspiration can come from anywhere, and often comes from the most unexpected places.

In *Juice*, Dewitt Jones was inspired by Adam—the little boy he met during a chance encounter at a photography workshop. He didn't anticipate this happening, and he certainly wasn't looking for it; yet, Adam and his sincere enthusiasm, provided Dewitt with a huge amount of energy. What an amazing and profound question from a small boy, "Does your camera have juice in it?"

As Dewitt Jones discovered, passion can come from the most unlikely of places. It is different for everyone; we need to be open enough to let it in when it happens.

QUESTION:

Take a moment to ask yourself the question: "Does your camera have juice in it?"

Maybe your answer is yes—and if it is, your challenge is to harness that passion and incorporate it into your everyday life. But your answer could very well be no. Perhaps there isn't anything in particular driving you right now. If that is the case, you may need to work a little bit harder to find it. Either way, take a moment to consider if your camera has juice in it.

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QUESTION:

Think back. What or who in your life has inspired you? Has given you inspiration? Has fueled your passion?

Take about five minutes to answer that question. Consider the most unlikely places— because you never know where it is going to come from. Make a list of three to five people or things that inspire you.

- 1.
- 2.
- 3.
- 4.
- 5.

Now that you have your list, spend another few minutes reflecting on how those answers inspire you today. Do they still inspire you? Why or why not? If the answer is no, consider whether or not it is still relevant to your life. Is there a way to incorporate it back into your life?

If the answer is yes, then wonderful! You've found your juice. The challenge now is to learn how to use it to fuel yourself to do great work and make positive changes.

If working in a group setting, please take a moment to share your responses.

Determination and focus come with practice.

We all have projects we need to do. Sometimes we enjoy it, which makes it easier to complete. Sometimes we dread it, which makes it significantly more difficult. Whatever you are working on— a volunteer assignment, a work deadline, a project at home— and whether or not it’s something you enjoy doing, having passion and learning how to use it can help all of us accomplish our goals.

In *Juice*, Adam and Dewitt Jones are determined to improve their photography skills. They are focused and spend their time practicing. “Practice makes perfect” is an old adage; yet, it’s never been more relevant. Without practice, research, and time, it’s very difficult to improve at anything. Even if we’re not thrilled with our assignment, going through the exercise makes it easier and gives us more confidence for the next new project.

QUESTION:

Make a list of well-known, high-achievers— athletes, musicians, scientists, writers, etc. Come up with a comprehensive list from a multitude of industries and specialties.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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Determination and focus aren't automatic. We need to practice our skills and rely on what drives us to succeed.

Once you have this list, answer whether or not you think their talent/specialty comes naturally, is practiced, or a combination of both.

Next, write down what steps you think they may need to take to practice their abilities. How often do they practice? What might be their inspiration? How might these activities help you? Be creative!

.....
activity

Start a journal.

Start a diary to help you keep track of the steps you are taking to practice your skills and abilities. Find a simple notebook and everyday you do something to improve your technique or reach your goals, write it down. That way, you'll have a better gauge of how much time and effort you are putting into it.

Additionally, if you find you aren't progressing as quickly as you'd like, reflect on your journal and notice if you see a pattern. Is there something you're doing multiple times that may not be helping? What are you not doing enough of? By keeping track of the hours you put into your goal, you are taking great strides in achieving it.

Passion gives us the power to fulfill our dreams.

We all have dreams. As we get older, our dreams may change and become more realistic, but they are still there. They may be grand and expensive— like visiting every baseball stadium or national park in the United States, time consuming— like writing a novel, or something a little less intense— like learning how to cook or drive, or knit. They are all equally as important. Even though we all live busy lives, it is still important to have a dream and work to reach it. If you recognize that your dream may not be something you can realistically achieve, there is nothing wrong with altering it— there is no less glory or satisfaction in achieving a modified goal.

Passion and fulfilling our dreams are inextricably linked. If you find yourself having a hard time fulfilling your dreams, you may just need a little bit of juice to get started.

QUESTION:

Reflect on your life. When you were a small child, what kinds of dreams did you have? What about now? Have any of them remained the same? What would you consider to be your biggest, most fulfilling accomplishment and how did passion help you get there?

QUESTION:

What is one of your existing dreams? Is it realistic (for example, a trip around the world may not be realistic depending on your life circumstances)? If it is not reasonable, how can you modify it to be more appropriate for your situation?

Next, make a schedule. How can you accomplish this goal? Look at a calendar; make a to-do list, and an action plan. Even though it is a dream, it will take work, focus, and dedication to make it happen.

Notes



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