



Adviser Advice—Never miss a deadline

In the state of Washington, there was a long-time yearbook adviser who retired about five years ago. He had been an adviser for 37 years. During that time, his yearbook staffs NEVER missed a deadline. Not one.

A Jostens rep friend of mine was running a workshop in Washington, and he asked this adviser upon his retirement if he could teach a class at the summer workshop called, “How I Never Missed a Deadline.” He offered to pay the adviser’s expenses at the workshop and give him a really nice stipend to get his secret.

The adviser declined. When my friend asked the retired adviser why he wouldn’t, he said something that put the entire deadline thing in total perspective. This is what he said:

- ☛ “I can’t teach a class called ‘How I Never Missed a Deadline,’ because you can’t. You can’t miss a deadline. It’s a dead—line. Dead is the operative word. If you miss it, you are dead.
- ☛ You see, the key to never missing deadlines is your attitude about deadlines. I have always had the attitude that my very life depended on my staff meeting their deadlines, and my staff lived by that. We set up systems, we planned, we worked to make sure that never in 37 years were we even one day late.” 🌟



**THESE
ADVISERS
HAVE GREAT
IDEAS TO
SHARE!**