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**Interview: "The Man That Teaches To Dream"**

by: Juan Luis Font

*Fifty years ago, Lou Tice was a middle school teacher busy mostly coaching football teams. Today, he is the founder of The Pacific Institute, a firm with headquarters in Seattle, Washington, and offices on five continents, dedicated to spreading Tice's theory on how everyday people can achieve the highest levels of success conceivable.*

*He assisted NASA in overcoming the tragedy of the Challenger. He has labored with police departments in cities as large as Los Angeles. He has trained managers of some of the most important companies in the world, and he has worked on projects of massive transformation in societies traumatized by conflicts in Northern Ireland and South Africa.*

*Tice now finds himself in Guatemala to share his ideas. Thursday, he addressed the National Soccer Team. Friday, he spoke with those who disseminated his theory to the teachers in the Ministry of Education. Today, he will dedicate himself to working with President Berger, Vice President Stein, and their wives. Tomorrow, Monday, he will direct himself to business owners and Tuesday he will speak before the Association of Guatemalan Managers.*

**What does Lou Tice's message consist of?**

We possess powerful resources that allow us to help the entire world. We know that nothing happens coincidentally, and individually and collectively we can achieve our desired future.

**What do you hope to share with the President, business owners and other Guatemalan leader?**

I want to explain that many people have been stuck in a rut or have been enslaved to selective perception. It is time to remove the patches from your eyes and see a new and better future for Guatemala. The power of this country's people has been submerged, yet, they have been gathering strength and the time has come to produce positive action.

We are here to summon ourselves to their strength. The process of newly examining the human ethic and dignity of everyone in the country with rise to the surface when people begin to shelter hope.

**Is there a brief way of sharing the knowledge you share with your clients?**

We emphasize what people are doing well, not what they are doing wrong. We revise research done by the best psychologists in the world, and we translate their discoveries into a language and methods that anyone can understand. We focus on the manner in which successful people think: In fact, the manner in which we all think when we are at our best. We try to assist people regarding how they can utilize the appropriate thought techniques.

**Why is it important to instruct teachers about this knowledge?**

Teachers can be those who destroy or those who achieve opening the future for the smallest children of Guatemala. Children admire them, they listen to what they tell them. If a teacher says to a child that, from his point of view, his or her future is limited, the child may live with this idea for the rest of his or her life. If a teacher sees greatness in a child's potential it is more feasible that the child develops that potential. That is why we should reach out to these teachers.

**When you talk about a teacher's roll in reality you are speaking of a mentor. What is the difference?**

A mentor is simply someone who can see in another what that person cannot see in himself. When he guides someone they come to believe in what he sees for their future. The mentor identifies the dream of someone else, and due to his credibility and the way he speaks with the children that dream is kept alive and the child grows with him and achieves making it a reality.

**This Friday, while you were speaking to those who will spread their knowledge to every teacher in the Ministry of Education, a woman asked you: "How can teachers be successful in this effort, when many children live in a very negative home environment?"**

We should also convince their parents.

**How?**

We should study how everyone learns at those moments. Some do it via the newspaper, others through the television, magazines or radio. Some go to the movies. Still others follow the examples of influential people in society. We do not have to sit everyone down in a classroom in order for them to become familiar with these ideas. We have to discover creative ways to transmit this knowledge. Possibly through the music they listen to or soap operas. If we are not able to persuade parents with these ideas, it is possible that something some thing could happen like it did to a beautiful little girl I met in Mid-England. She arrived at a public building with her grandmother. I said to her: "You're pretty. You're also intelligent. Are you going to be a doctor or something like that?", and her grandmother quickly replied: "Oh no, Sir, we're just farmers," which really meant "we're poor". The little girl does not know what it means to be a farmer. The only message she receives is "we are not as good as others." May God bless her grandmother, but she does not realize the limitations she has imposed on her granddaughter.

**Have you considered the fact that our country has a majority indigenous population, whose philosophy on life is not precisely Western? Can you adapt your teachings to their distinct way of thinking?**

Of course. For example, we have had offices in Tokyo for the past ten years, and we train people in Shanghai and other cities in China where we speak Mandarin and our philosophy has been well accepted. This has nothing to do with Western or Eastern theology. Furthermore, it has very little to do with a persons background and more to do with the essential way that every human being thinks when he or she is successful. It is difficult for anyone to deny it. It is much easier to admit it.

**Do all human beings follow the same thought process, at whatever level, when we are effective?**

Yes. When we are successful, it appears that we all think in accordance with certain patterns. We can think of diverse things: journalism, cars, fishing. A good fisherman in the jungle, for example, thinks the same way that a good businessman does.

**How do you update your knowledge? How often do you study new research findings?**

We regularly study materials related to our field of action, which is cognitive psychology. Doctor Terrell, my wife, Diane, and others are those who filter new findings, and then give them to me, and together we go over the information. We then invite the authors to Seattle to spend a week with us.

They give us a deeper understanding of their theories. We then tell them what our vision is in terms of what we have heard and how this can be applied to a mother raising her child or a person managing a business. The goal is to verify that we are creating an appropriate interpretation of what the research has reported.

### **What can be achieved for a country like Guatemala?**

I do not believe that it is appropriate for me to go to a home, a business or a country and tell them what I believe they should do. My roll is to strengthen the people of the community, and in this case the country, so that they can dream in a much bigger way and with greater distance than where they are at this moment. They should dream outside of that village, if they chose to do so, dream outside of that neighborhood, if that is what they long for. Dream outside of that economic situation, if that is what they want. While we grow stronger, our dreams become larger and the dream is our goal. One is placed in the act of learning, the dream begins and the attitude becomes "I can do this" or "I will find a way to do this".

### **When you talk about being stronger, are you referring to one having more confidence in him or her self?**

Yes, but it implies having more than just a false sense of confidence. It is more than a feeling of superiority. It is constructing with talents, with knowledge and with relationships...it means constructing self-perseverance, it is constructing inner resistance. One learns that it is important to become someone who thinks with positively and with resolve. One learns how the mind influences the way in which we unravel our lives. How it influences what we see and what we do not see.

### **ADVICE FROM TICE TO HELP YOUR CHILDREN**

*"It's short and quick. Imagination is very important. This is what is called forethought. Children can develop the bad habit of being afraid of school; or being afraid to participate on a team or in a play. But it can be achieved that a child uses his or her imagination in order to look fearlessly into the future and see him or herself as successful tomorrow, successful in his/her relationships and friendships at school, these fears can expire and his/her path will become simpler. This is the way to do it: At the end of the day, sit down next to him/her by their bed and ask your little one, "What turned out well for you today? Think of something." While they are telling you, the images will begin to take form in their minds. Now that they have captured this feeling or that emotion the goal is to transfer it into the next day, into the future and for that reason ask them: "What do you hope for tomorrow?" This way you are able to guide their imagination to school, to a social event, to a party...and that is one of the attitudes of successful people. Research shows that they anticipate positive things from their future. Therefore, a parent not only builds one moment; rather he/she gives their child a habit that will be useful to them for the rest of their life.*

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### **LIKE A CANDLE ON A BIRTHDAY CAKE**

by: José Luis Escobar

*In his native United States, Lou Tice is known as the guru of motivation. This week he visited the country and with his message he calls all Guatemalans to explode their potential and work for a better future.*

The intensity of the early sun does not make it difficult to recognize the two silhouettes coming near. Upon entering the room, they receive a standing ovation, and in the middle of it, the couple begins to make the round. Their steps are slow, and as a way of greeting others they exchange eye contact and smiles with the majority of attendees. Once in front of the audience, they announce their names into the microphones: Lou and Diane Tice, who last September celebrated their fiftieth wedding anniversary. Their vigor is so that they affirm they are looking forward to celebrating seventy-five years of marriage.

After a few funny comments to break the ice, Lou Tice begins his address. He is based in Seattle, Washington. In his country, The United States of America, he is known as the guru of motivation. His presence in Guatemala keeps with his usual work schedule, which this time includes a day dedicated to the administrators and employees of the Ministry Education, and next Tuesday he will participate in an activity directed by members of the Guatemalan Managers Association (Asociación Guatemalteca de Gerentes – AGG).

#### **The flame that never goes out**

For Tice, every person has the potential to change their surroundings and their state of living. His conception is not limited to personal well being, but also focuses on social and labor areas. "I have potential, but it is asleep and I have to wake it up," the guru begins to say. With that phrase he introduces the audience to the three pillars that sustain his message.

One of his first sentences is **I am going to be an authentic person**. "I will never pretend to be someone I am not, not even to make my boss happy. I will always be myself," says Tice. He emphasizes the risk in doing so because being original is not always pleasing to others.

The expert in motivation completes his message with the thought: **Everyday I am going to be a better person than I was yesterday**.

In that manner, he calls for the constant renovation and follow through of his proposal, inviting us to be effective people with the ability to have great ideas and more importantly with the capacity to make them a reality.

Tice makes an additional reflection. He points out that one should not belong to a group of people that only contemplates what happens next, on the contrary he emphasizes, "I should ask myself if I can change them."

To conclude his talk, the guru uses some comical phrases and makes an analogy that implicitly brings us to his last recommendation: "My spirit and life are so strong that no one can extinguish their light. I am like that magical

candle on a birthday cake that you blow and blow but it never goes out. I would like to see all of be that candle. Guatemala needs you!"

### **Change is possible**

Every year Lou Tice teaches more than one million people, as many individuals as organizations, how to change their potential in progress. He was born during the U.S. Great Depression, and was raised in Seattle, Washington, where he and his wife Diane still live. The majority of his youth was marked by a daily battle. When he was only thirteen his father died, and he assumed the responsibility of helping his mother raise his four younger siblings.

When he finished high school he married Diane and together they enrolled at Seattle University where they received their degrees in Teaching. Later he obtained a Master's Degree in Education from the University of Washington, with a focus in Mental Health Sciences.

### **The Best Teacher in the World**

Lou does not hide his love for Diane. They married when they were eighteen years old and last month they celebrated their 50<sup>th</sup> Wedding Anniversary. "She was my first girlfriend," he confesses. He remembers that when they began college they both wanted to be teachers, but he recognizes that in his case he was looking more for personal protagonism than a teaching vocation. "Until one day, a girl told me that I was the worst professor she'd had in her life."

It was at that moment that Tice decided to become the best teacher in the world. That girl made him reflect and he understood that a teacher should contribute to the life of his students. "The professor that does not do that would be better off finding another job," he states with authority.

In that way, together with Diane, he adopts a teaching method different from the norm, so distinct that it caused a commotion. "I began to receive complaints because the students no longer kept their mouths shut. They began to ask questions in the classroom. It was thought to be disrupting the social order of things," Tice remembers, and he adds, "It brought the attention of my country. People wanted to see what changes I had made in young people, people more successful." At the time this American was near thirty years old, and it was in the middle of this commotion his government asked him to create a curriculum guide.

Later, in collaboration with his wife, they spread the study guide in courses, seminars and conferences. That's how they begin an activities program focusing on personal motivation that leads to the foundation of The Pacific Institute in 1971, a company that he still oversees today. The headquarters can be found in Seattle, but it is represented on every continent.

Tice's programs are available in audiovisual, and they have been translated into 13 languages. Among other he has published the following books: **A Better World, A Better You: Personal Coaching for Results** and **Smart Talk for Achieving Your Potential**.

#### **ON HIS WAY TO GERMANY 2006**

The field of education is not the area in which Lou Tice works. On top of strategies that motivate professors and students to reach their significant goals, businessmen and women, politicians, military officials and athletes also go to him. The latter of them request assistance with the necessary aspects of achieving an outcome that brings them to victory on the playing field.

Taking advantage of the guru's visit, Abel Salas, motivator for the National Football Team, exchanges impressions with him. At the airport, before his flight to Miami for the team's game today, Salas stated that "even though our encounter was not formal we discussed the job of mentalization and the change of the players attitudes."

He adds that Tice validated the work that he does, and he reminded him that everyone in this country carries the challenge of changing Guatemala. "He urged us to continue believing in ourselves. That is basically what I work on and say daily to the team," says the motivator, who recalculated that the meeting only lasted minutes and that "there was not an opportunity for us to go deeper. It was more of a courtesy that he would take a moment for us in the middle of his busy schedule."

Salas ends by saying that at this moment they are not looking to have the National Soccer Team take part in a seminar with the guru of motivation.