

The Dog Poop Initiative

A True Story

Kirk
Weisler



The Dog Poop Initiative

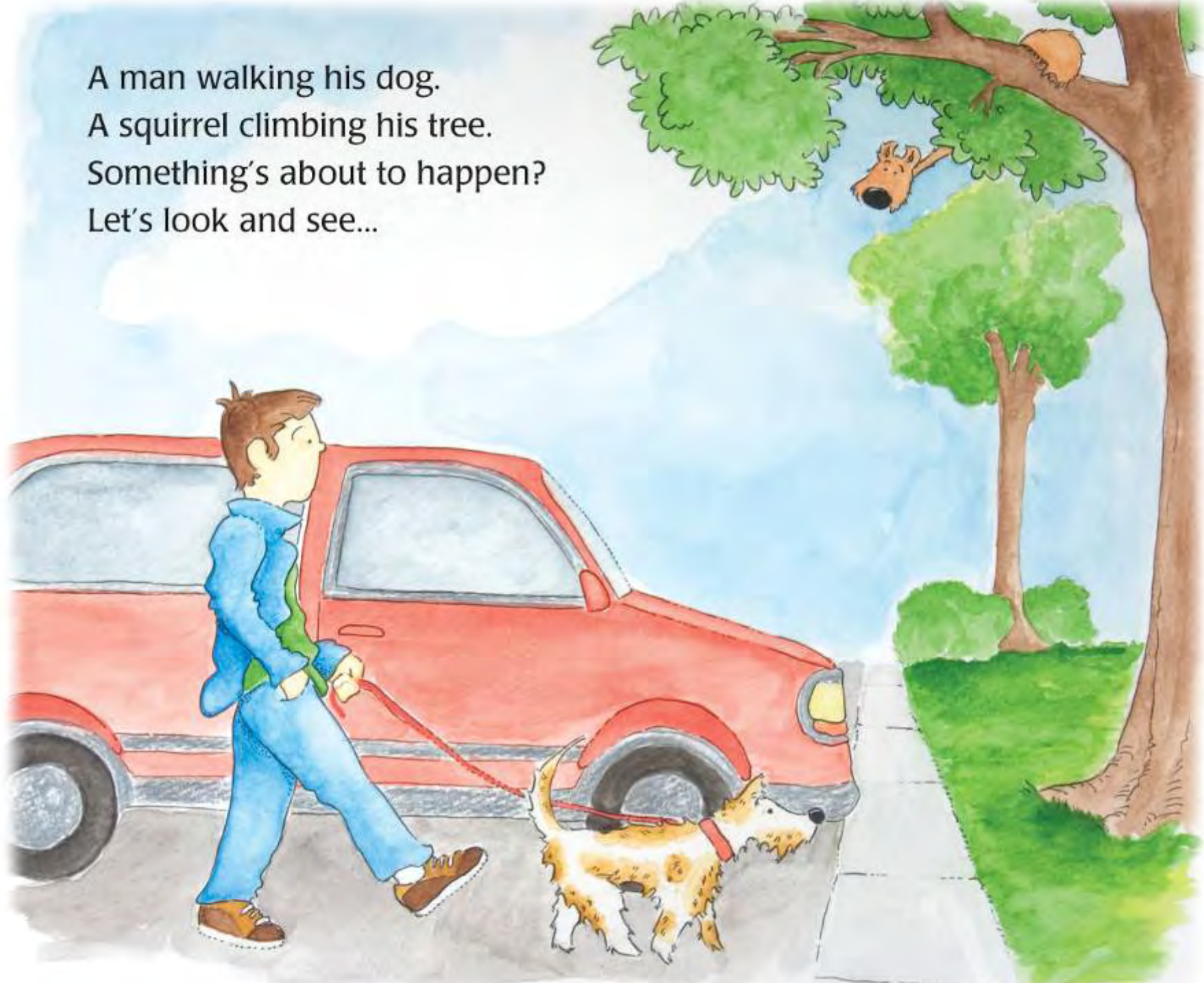
A true story of scoopers and poopers,
Of pointers and heroes.
Of those who score real goals,
And those who score zeroes.



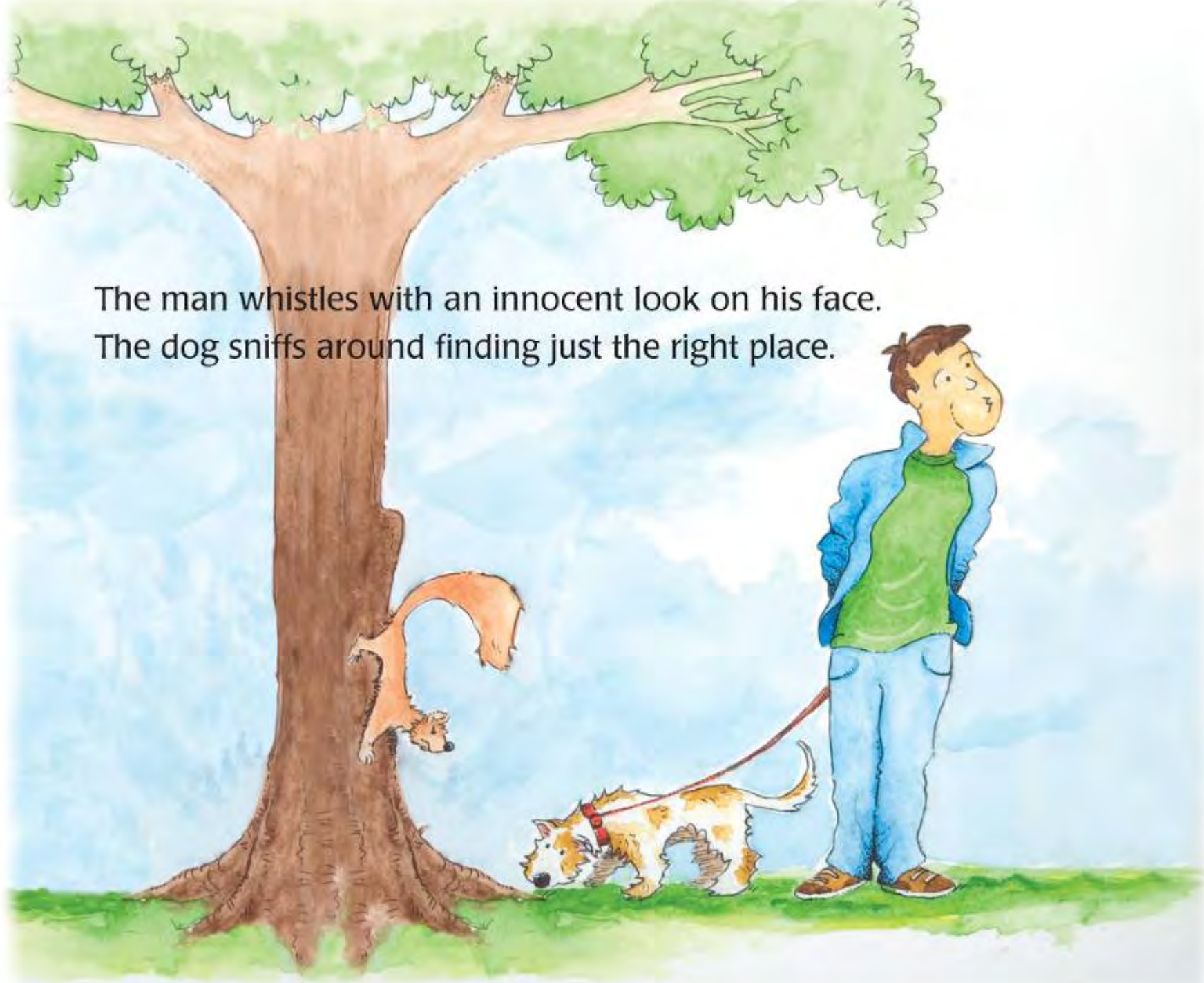
Story by Kirk Weisler
Illustrations by Bill Sturgis V



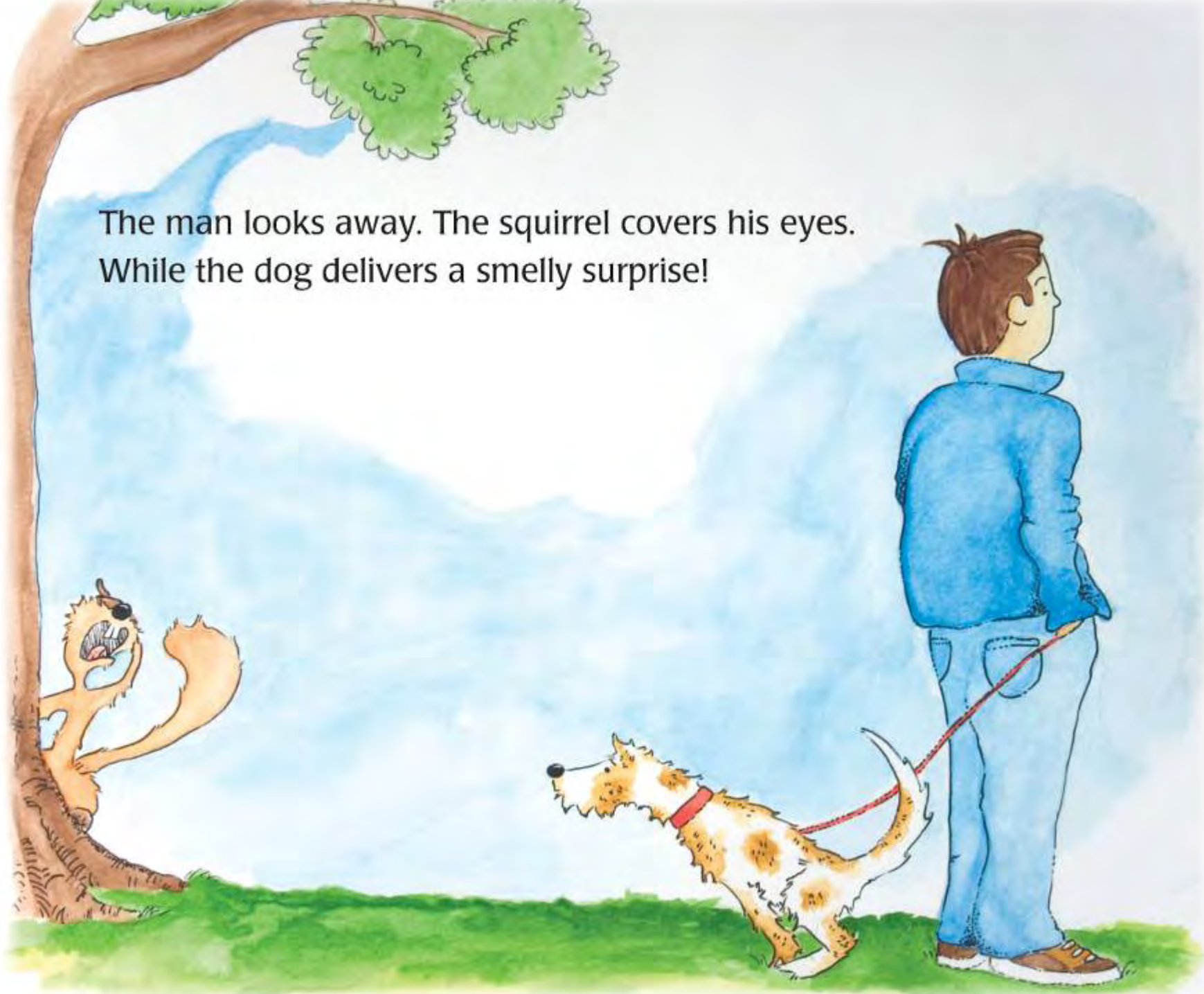
A man walking his dog.
A squirrel climbing his tree.
Something's about to happen?
Let's look and see...



The man whistles with an innocent look on his face.
The dog sniffs around finding just the right place.



The man looks away. The squirrel covers his eyes.
While the dog delivers a smelly surprise!



The two walk away leaving a big pile of poo.
The squirrel plugs his nose, not sure what to do.

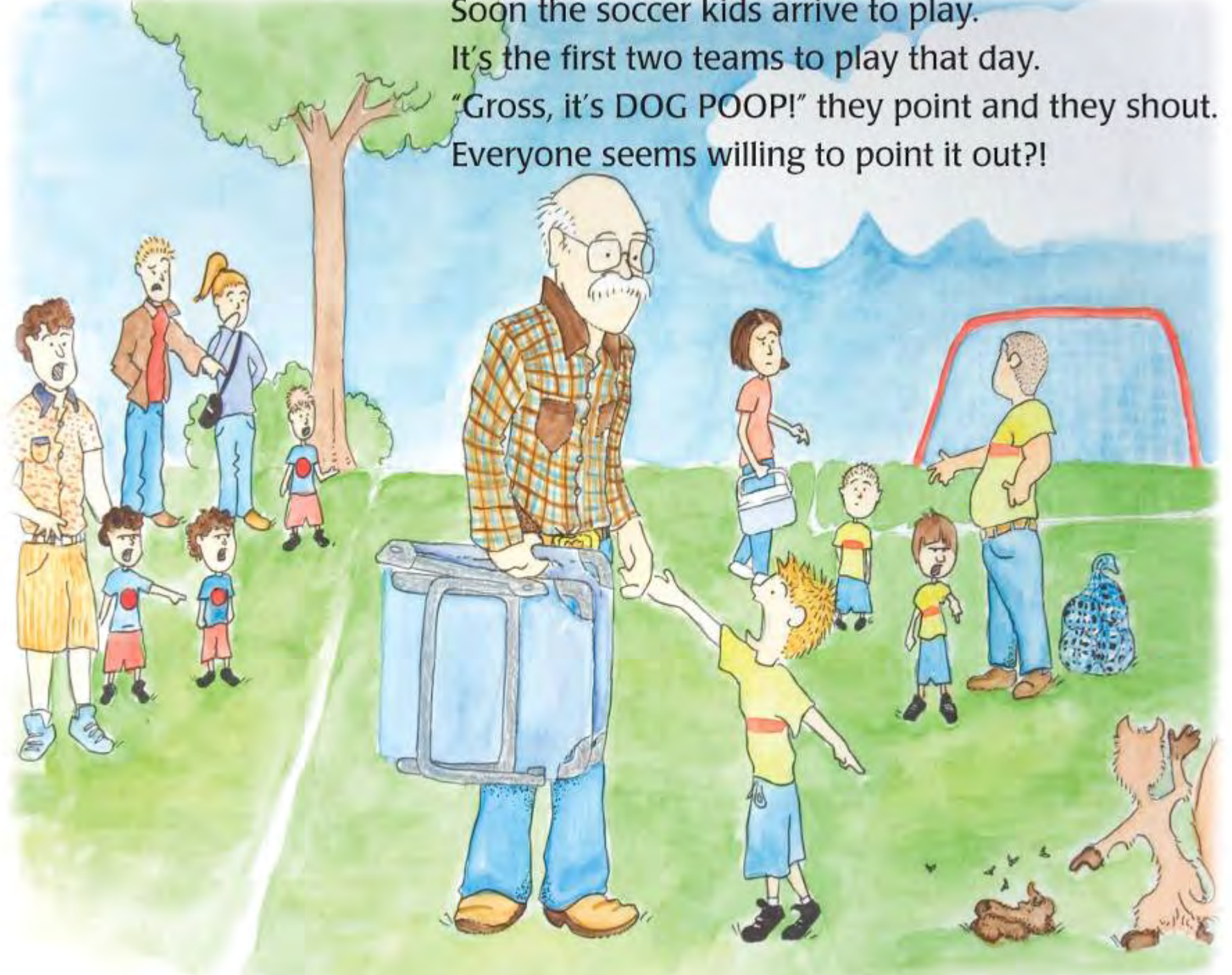




The stinky pile that they leave behind
Will soon be on everyone's mind.
But will anyone, in any group...
Take the initiative and clean up this poop?

Let's watch and see...

Soon the soccer kids arrive to play.
It's the first two teams to play that day.
"Gross, it's DOG POOP!" they point and they shout.
Everyone seems willing to point it out?!



The game begins and they play for awhile,

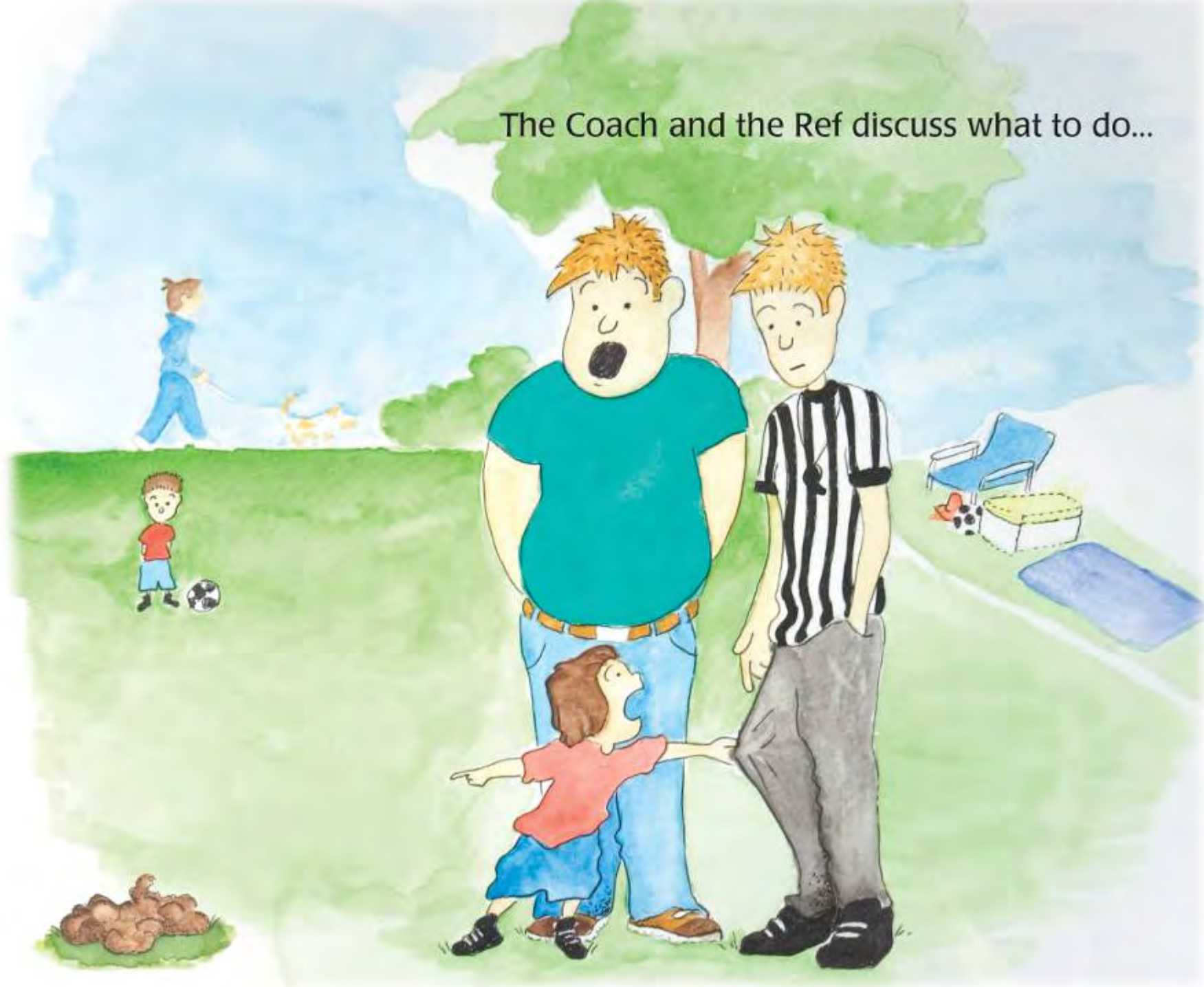
With luck and great effort, they avoid the pile

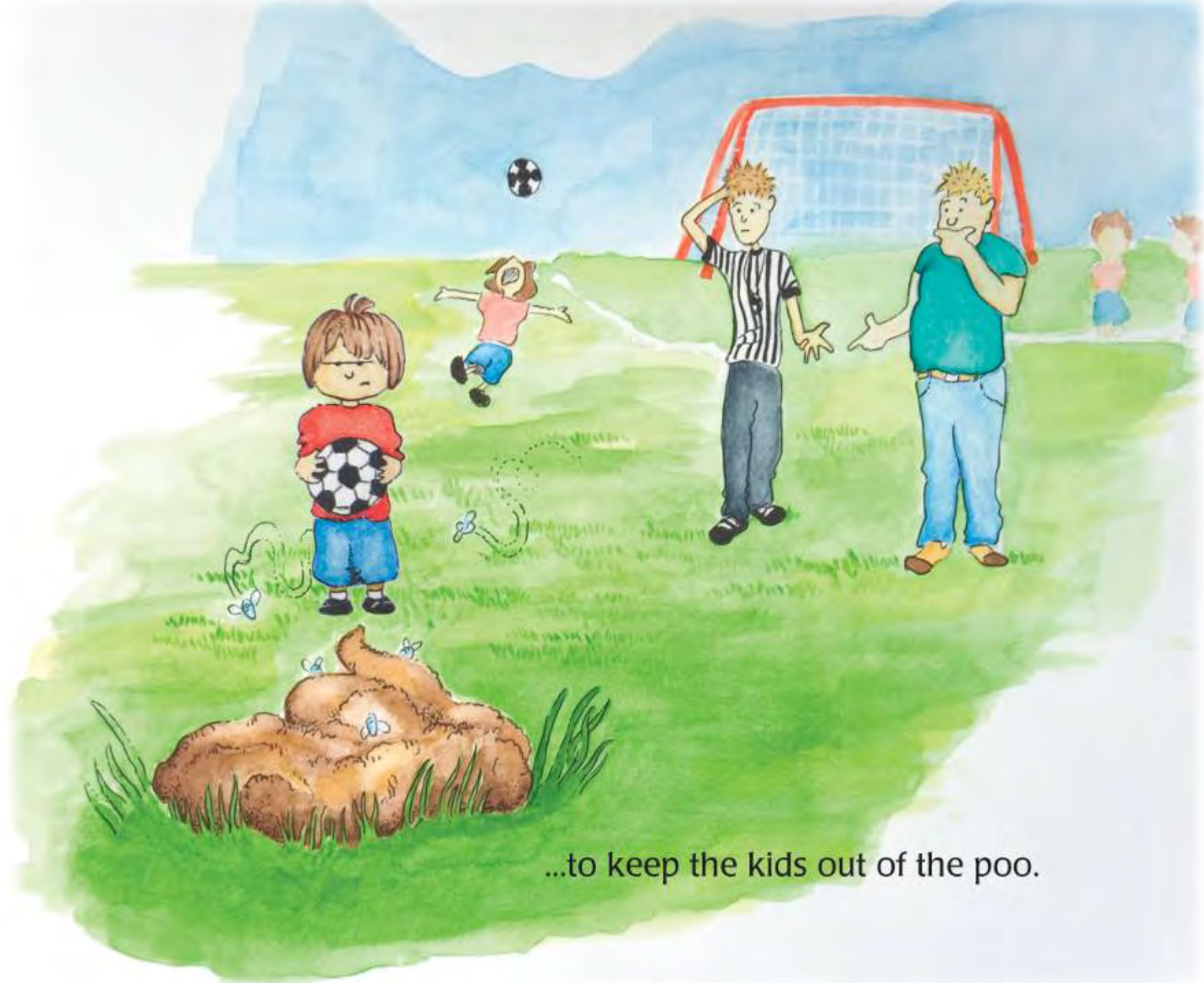


As the next two teams arrive later that day.
The Pointers point and warn, where not to play.



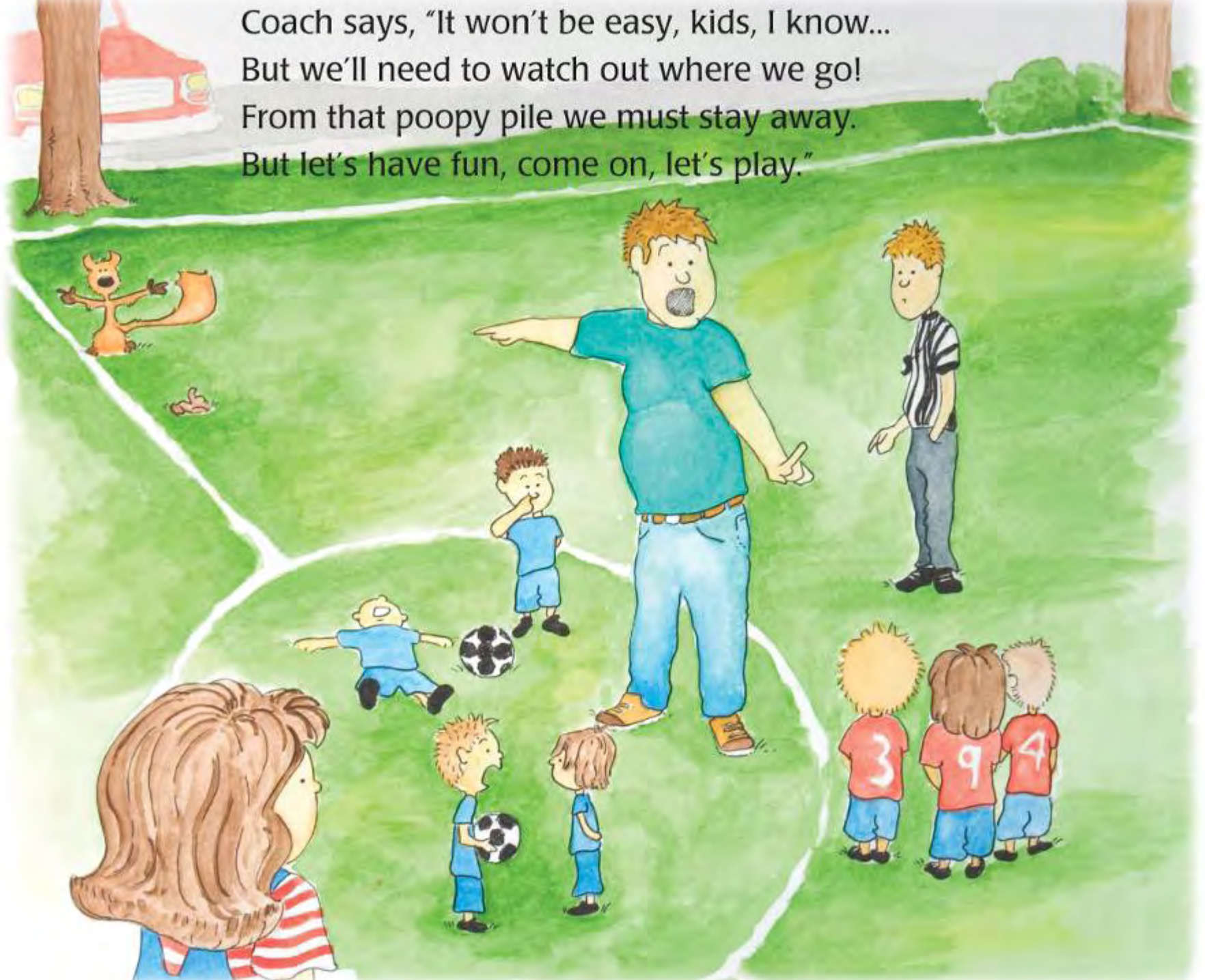
The Coach and the Ref discuss what to do...





...to keep the kids out of the poo.

Coach says, "It won't be easy, kids, I know...
But we'll need to watch out where we go!
From that poop pile we must stay away.
But let's have fun, come on, let's play."



There was more than one close call.
Sometimes a shoe, sometimes the ball.



Parents would yell or Coach would shout...
"Kick the Ball." "Score the Goal." "Have Fun," and "WATCH OUT!!"

So far all we've seen are lots of pointers and a pooper,

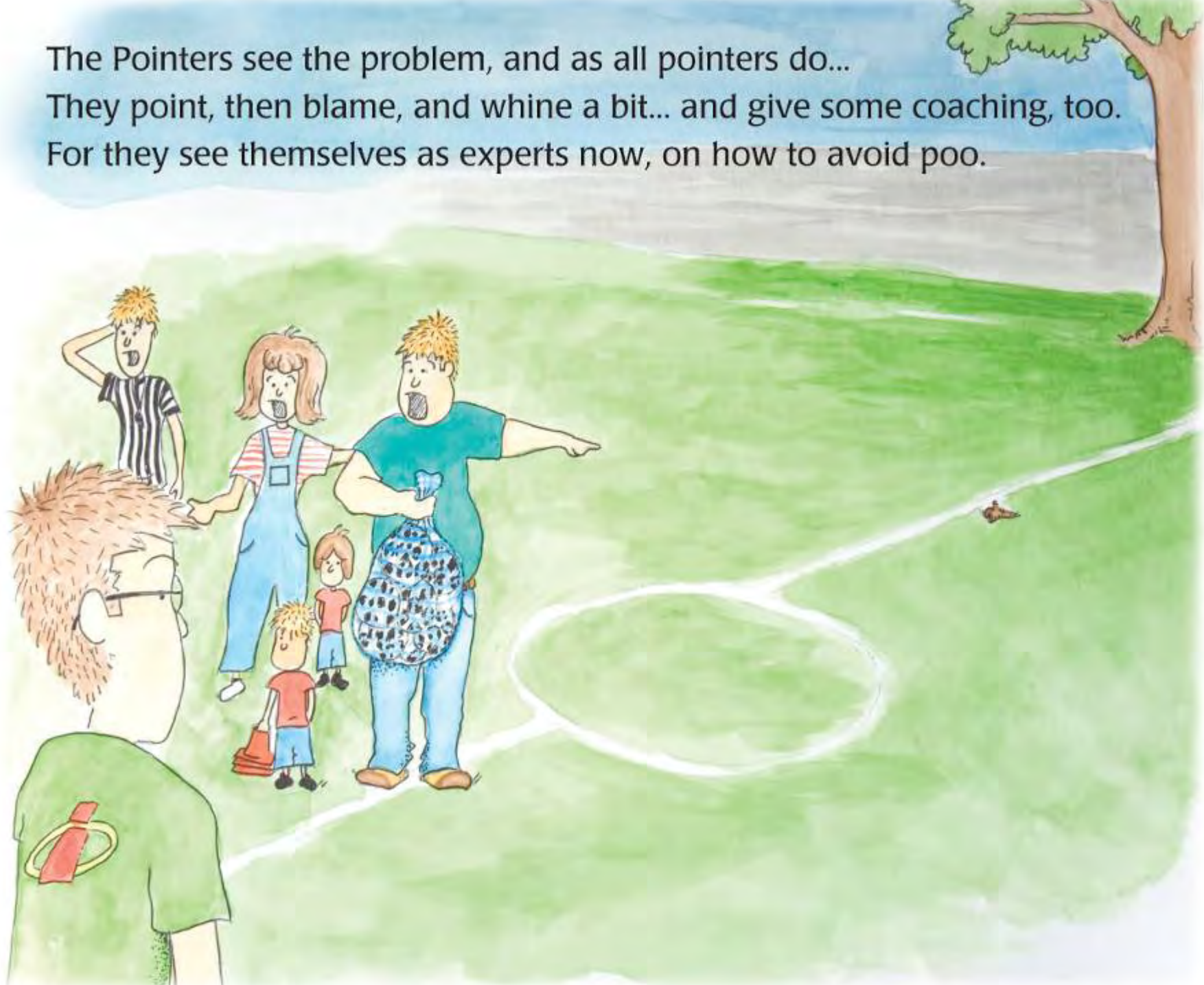


But what about initiative? Where are the leaders and the scoopers?

A coach and a player. A father and a son.
They may change the score before the day is done.



The Pointers see the problem, and as all pointers do...
They point, then blame, and whine a bit... and give some coaching, too.
For they see themselves as experts now, on how to avoid poo.



Without so much as the blink of an eye,
This coaching dad passed the pointers by.



Then finding something
to use as a scoop,
He went over and
cleaned up the poop.

His son watched closely...

Life is full of people who are pointers...and they're only scoring ZEROES.
The players who take the initiative are the winners and the HEROES!



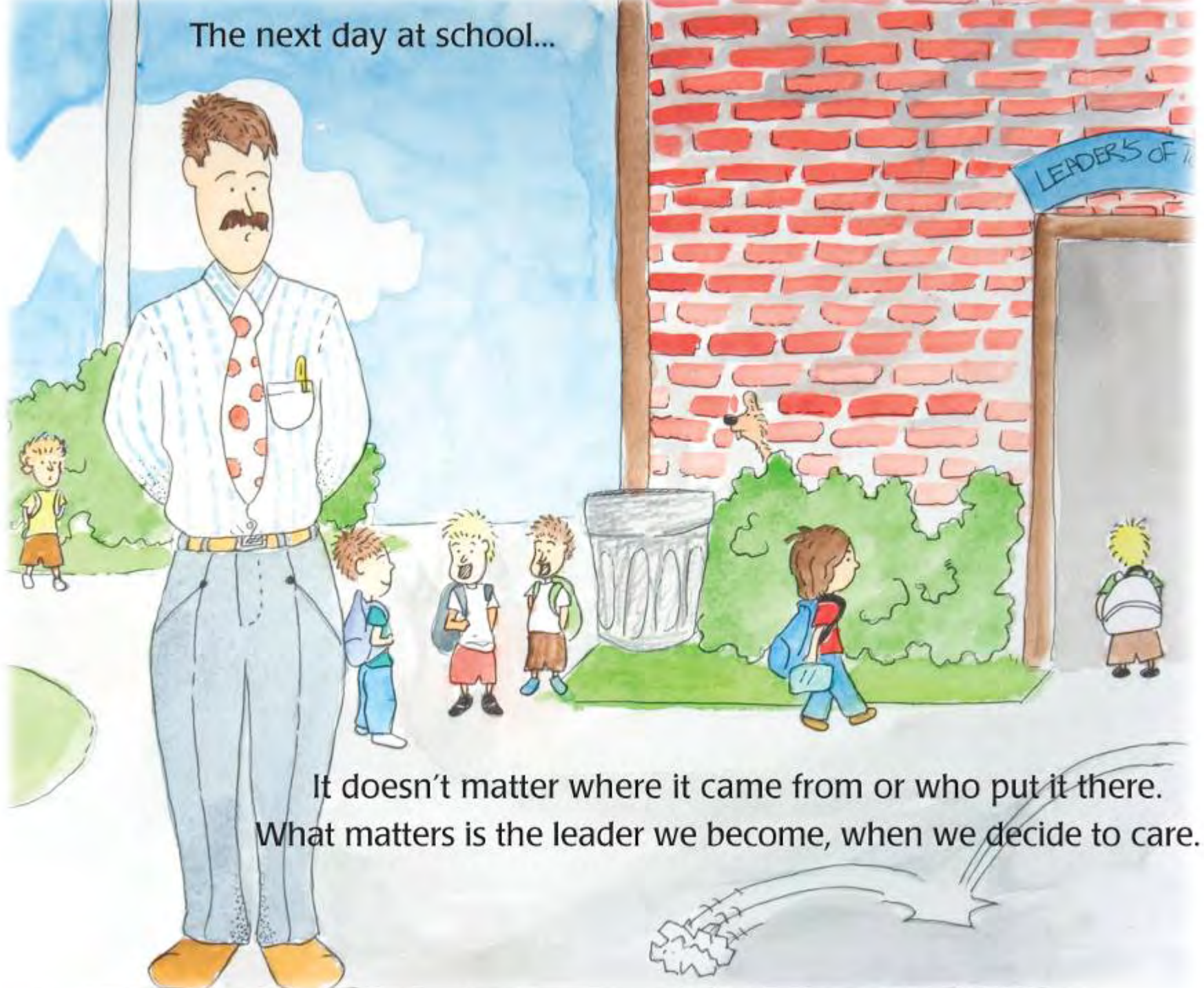
The Scoopers take initiative and are the ones who **lead the way**.
They make the field a better place for all the rest to play.





They don't waste time pointing, complaining, or worrying who's to blame. They simply do what must be done, and then get on with the game.

The next day at school...



It doesn't matter where it came from or who put it there.
What matters is the leader we become, when we decide to care.

When we remember that initiative is just what leaders do.
When we remember their example and....





...then we can do it too!



The example of our initiative may help others more clearly see,
The kind of person and even hero, that we can choose to be!

This book was inspired by an actual event?!



This book was inspired by an event that took place one summer when I was acting as my five-year-old son's assistant soccer coach. My family and I showed up to the soccer field where my son was going to play as the two previous teams finished up. As our boys gathered, some helpful parents from the playing teams pointed out a large pile of dog poop on the field, and warned us to point it out to our boys. A few moments later, the coaches of the departing teams also pointed out the poop, and gave us the same admonition. Next came the referees assigned to the field for the evening, who told us the same thing!

After this third warning, my son's other coach and I looked at each other and, without saying a word, turned and went to separate trash cans on the field in search of something we could use to scoop up the poop. We found a large piece of cardboard and had it cleaned off the field in less than a minute.

I still remember some of the dumbfounded and bewildered expressions of the "adults" who had so helpfully pointed it out but who, apparently, had never considered actually cleaning it up! As I viewed all the parents that lined the field, and pondered all the parents and coaches who had been there throughout the day – each one dutifully and diligently passing along the "Poop Warning" – I marveled that NONE had taken the initiative to clean it UP! What an opportunity to teach, by example, the important principles of service, teamwork, selflessness, and INITIATIVE.

In my mind's eye I could envision each of these adults ten to fifteen years in the future, lamenting how their own teenagers don't take initiative nor even understand what it is! Sadly, I would guess that even then, it will not occur to these "pointing parents" that a large portion of what their teenagers don't do is a direct result of never having seen their parents do it. My rough calculations in the above incident put the estimate at 220 Adult Poop Pointers – and only 2 Poop Scoopers! With the *Initiative Bar* so low, those of us who are willing to take it end up looking like high jumpers. But what an opportunity to show our children how they, too, can effect change by taking initiative!

As I have relayed this story to colleagues and friends, I have found that a tremendous amount of people are just as upset, or more so, as I am with the lack of initiative in society. The ever-growing mindset of "It's not my job," or "Someone else will do it," plays itself out all too often in ways that impact each of us on a daily basis. The response to the story was so strong that I included it in my next few speaking engagements. Some people even told of using the story in staff meetings. All that led to this publication of *The Dog Poop Initiative*.



in-i-tia-tive n.

1. The power or ability to begin or to follow through energetically with a plan or task; enterprise and determination.
2. A beginning or introductory step; an opening move: *took the initiative in trying to solve the problem.*
 - a. The power or right to introduce a new legislative measure.
 - b. The right and procedure by which citizens can propose a law by petition and ensure its submission to the electorate.

Idiom:

on (one's) own initiative

Without prompting or direction from others; on one's own

take the initiative

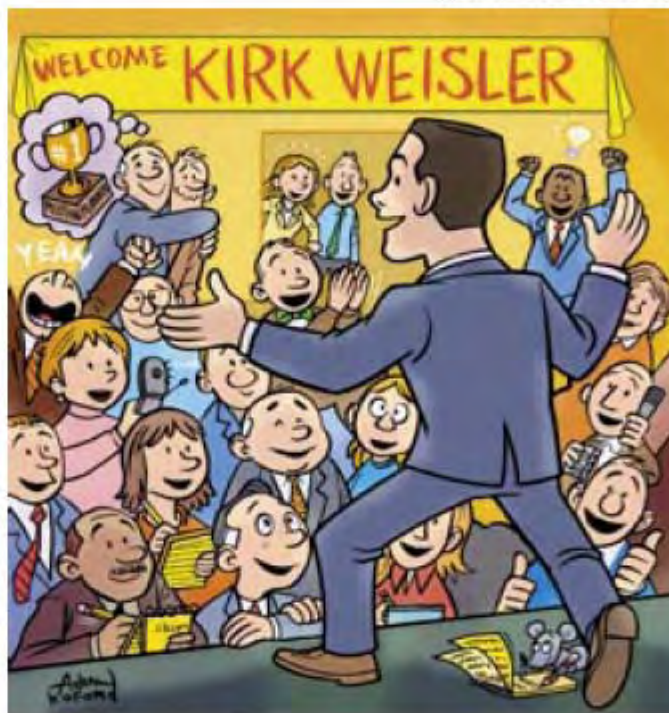
Begin a task or plan of action, as in *The boss was on vacation when they ran out of materials, so Julie took the initiative and ordered more.* This term uses initiative in the sense of "the power to originate something," a usage dating from the late 1700s.



Our family begins each day gathering together to have what we call, a family devotional. It consists of the reciting of our family motto, some inspirational reading, a discussion of the coming day, a closing with a prayer, and a cheer of "Choose the Right". Nearly always, during this devotional someone begins a familiar bit of dialogue that starts with someone saying "We're the Weisler's" (the rest finish it... "not the Whiners"... Then someone continues... "and Weisler's are" "The leaders!" The rest cheer! "And leaders do what?" "Take the initiative!" Momentum is building...they yell "Which is?" "Seeing something that needs to be done and doing it without being asked," they cheer! This bit of good natured, good nurturing banter has been a part of our family dialogue for over four years now. This fun tradition has helped make the principle of initiative a central part of our family discussions and our family culture.

Can you find at least 10 differences the right speaker can make?

(see answers below)



1)Engagement, 2)Contagious Enthusiasm, 3)Expertise, 4)Fresh-Insights, 5)Entertaining Delivery, 6)Measurable Outcomes, 7)Bucket Filling, 8)Customized Keynote & Masterful Storytelling, 9)Lasting Impact, 10)People Leave Feeling the Love! **BONUS** – 11)Meeting Planner Achieves Hero Status



Meet Kirk and experience the difference he can make for you

KirkWeisler.com



We have Found the answers and experienced the difference Kirk Weisler makes...

MCI, Lockheed Martin, FedEX, UNLV, CSI Web, BYU, General Mills, ASU, GE Medical, WellPoint, Panasonic, Anthem, Cargill, AMEX, Lennox, ICSA, 4-H, PGA, Intuit, Wilderness Quest, Right Now Technologies, Discover Card, People Soft, Help Desk Institute, ITSMF, YUM Brands, Sundance, MAYO Clinic, FOSSIL, [Your Name HERE](#), State Farm, Foremost Insurance, Progress Energy, INPO Intermountain Health Care, Pink Elephant, Fairview Healthcare, FrontRange, TIMBR Mart, ASU, Purdue, [or here](#) Abbott Labs, E-Learning Guild, Nova Scotia, Sir Francis Drake Hotels, Delta Hotels, Los Alamos Labs, Davita, WellsFargo, AutoDesk, Infamil, Federal Executive Association, UofU, Eaton Corp, Busey Bank, Christie Clinic, La-Z-boy, GE's ASI, [last chance](#)



Chief Morale Officer
Kirk Weisler is on a mission
to help corporations...

... Create a thriving Culture
and a Caring, Covenant
Community of Commit-
ted Constituents through
Coaching in the proper
Context while Constantly
and Consistently Connect-
ing through Compassionate
Communication in a world
of Cynicism, Criticism, and
the Constant Challenges of
ongoing Change.

The Dog Poop Initiative

A story of scoopers and poopers,
Of pointers and heroes.
Of those who score real goals,
And those who score zeroes.

What people are saying about *The Dog Poop Initiative*

"I loved the *Dog Poop* story and shared it with a leadership team at Intuit when I presented my viewpoints on the topic of Corporate Values. It was not only a lot of fun to share, but drove a great conversation on leadership and initiative. Everyone could relate to the story and its analogy for more important matters in our professional and personal lives. Thanks.

—Ronnie Johansen, Intuit

"I shared this —story— with my staff several months back. Not only were they amused, but many of them experienced the 'AhHa' we all do when something so obvious has literally been paraded in front of our noses. We have started our own internal 'poop scooping' initiative as a result. We have taken a humorous anecdote and turned it into positive action—in a government environment!

—Heather Donnelly

"It was great to see how easy it was for my team to relate the 'take the initiative' idea to their job. 'Just because it's not your dog's poop, doesn't mean you can't clean it up!'

—Bob Goodnough, Ace Hardware Corporation

What people are saying about Kirk Weisler

"In one word, 'AWESOME.' The speaker was nothing short of it. He truly inspired me. His passion and enthusiasm for people was depicted magnificently by his use of words and his witty humor. I was so excited when I left the seminar that I shared all the information with my significant other. We are now focusing more on our goals and trying to teach the same to our kids."

—Peter Navarro, Pizza Hut

www.kirkweisler.com



Illustrations by Bill Sturgis V

A SEMI-SWEET TALE ABOUT A CRIME WE TOO OFTEN COMMIT.



**KIRK
WEISLER**



Wondering where you
can you get your copy
of Kirk's NEW and way
cool cookie book?



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Rushing through the airport...
I was hungry , I was late.
I didn't have time for chit chat...
I was rushing to my gate.

Sweet Sound Bites for “The Cookie Thief”



“You have done it again, Kirk! Love the story...love the rhymes...love the illustrations...love the message!”

--David Ratcliffe, President, CEO, Pink Elephant

“A wonderfully original presentation of a classic tale that reminds us all of the importance of avoiding the rush to judgment and the subsequent damage to relationships.”

--Art Coombs, CEO, Kombea

“Kirk, you are an absolute master at weaving an important life lesson into a story so entertaining that we cannot help but learn from it. *The Cookie Thief* is another great example of your exceptional talent.”

--Pat Albright, President, IT Support Consultants, Inc.

“*The Dog Poop Initiative* made a Scooper out of me. Once again, you do not disappoint. *The Cookie Thief* is a simple, friendly reminder about sharing and warns of being too quick to judge. This I can read to my staff at PMV as well as to my 3 year old son.”

--Dan Wilson, General Manager & CTO, PMV Technologies

“In *The Cookie Thief*, I found the same artful approach to effective storytelling as I enjoyed in *The Dog Poop Initiative*. You entertain adults and kids alike, while teaching important relationship skills for business, community, and family.”

--Ronnie Johansen, VP Operations, KomBea Corp

“Kirk, your personality shines through as you breathe new life into an already classic tale. *The Cookie Thief* invites us to ‘think before we jump’ and stop wasting energy on the needless emotional drama of playing victim to our own suspicions and rash judgments. It is a wonderfully packaged and highly entertaining read. Keep them coming!”

--Keith Barr, VP Engineering & Development, FrontRange Solutions Inc.

“You did it again, Kirk!!!! *The Cookie Thief* perfectly illustrates the everyday pitfall of jumping to conclusions without examining the entire situation. This book makes it easy to address human behavior with our employees by using humor to get the point across. I am using this book with my team to fix our issues. IT WORKS!”

--Amanda Haverkamp, GE Industrial, Customer Service Quality Manager

“Wow. Fun, entertaining - - - and scary! If employers and employees would read *The Cookie Thief* and *Dog Poop Initiative* in their staff meetings, and start thinking instead of reacting, our litigation department would have nothing to do.”

--Lorin Blauer, Senior Legal Counsel, National Administrative Law Advocates

