

learning guide



# Juice

a short film by Dewitt Jones

## Introduction

**T**hank 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.

## About Dewitt Jones

**D**ewitt 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](http://www.dewittjones.com).

## 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.”**

**P**assion. 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.