

Motivating the Middle

"Motivating the Middle: Fighting Apathy in College Student Organizations" is a MUST read for that busy college student leader (Phi Theta Kappa Members) as well as any staff or faculty who advise any student organization on a college campus, Community College or University. When I first read this book I literally picked it up and read it from cover to cover in just under an hour. As I was sitting thinking about what I had just read I was blown away at the punch this little book has! It is perfect for students and others who compartmentalize their day into one hour commitments, or even if you don't do that it is still a good read that only takes about an hour. Taking an hour to read this book certainly has the potential to change the dynamic of how student leaders can lead and motivate peers, and how advisors can advise their student leaders within student organizations. T.J. Sullivan has not just written a book, but has created a "field guide" on fighting student apathy and motivating the middle third of a student organization's membership, which happens to be the most important third. He has created practical steps that can be put into practice immediately and can apply to any student organization, no matter the size, from the top to bottom of its membership. For me, the discussion section of this book is highly valuable and will be the section that I will return to many times throughout the career that lies ahead of me in higher education. I would like to personally say thank you, T.J. Sullivan for applying the lessons that you have learned from working with college student leaders, advising college student organizations, presenting at colleges, and working with an amazing team of professionals that confront and challenge college students to take on the issues that are relevant to them and their student organizations. BOOM...goes the DYNAMITE!!!

A little about T.J.

T.J. Sullivan is one of the most successful speakers on the college leadership circuit, having spoken to more than 2-million college students at campuses in all 50 states. He is the co-founder and CEO of CAMPUSPEAK (www.campuspeak.com), the nation's premier agency providing speakers and workshops to higher education. He's climbed the highest mountain in Colorado, has had three knee surgeries, built two companies, and owns a beagle named "Bagel." He and his family live in Denver, Colorado. Follow him on Twitter at @TJatCAMPUSPEAK.