

The **Leadership** *Secrets* **of Football's Master Coaches**



Connecting Business with Football to Develop Leadership Talent

- *Leadership and Coaching Essentials, Adapted from the Leadership Strategies of Football's Most Successful Coaches*
- *What if Coach Vince Lombardi had been a CPA?*
- *The 12 Lombardi Leadership Lessons*
- *Scoring a Touchdown as a Leader*

Think and Perform Strategically
Visionary, Futurist, Transformationist

Actively Lead and Manage Operations
Focus, Follow Through, Implement, Execute

Effectively Develop Resources
Human, Financial, Intellectual, Physical, Intangible

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A leader is judged in terms of what others do to obtain the results that the leader placed them there to get.
-Vince Lombardi

Passion and enjoyment for what one does on a daily basis is a gift worth more than gold.
-Jim Tressel



Jack Park discusses leadership strategies with coaches Jim Tressel, Joe Paterno & Lou Holtz.

There are multiple common threads between championship football teams and high performance organizations. Many of the high-impact strategies of America's most successful football coaches can be adapted to improve an organization's performance. Successes on the gridiron and in the boardroom are often enhanced by similar tactics.

Coaches who have risen to master status and CPAs who consistently add value for their clients and organizations, have at least three things in common. They developed skills and abilities in these categories:

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Actively Lead and Manage Operations <i>Focus, Follow Through, Implement, Execute</i>
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Coach Vince Lombardi transformed the lowly Green Bay Packers into world champions in just three seasons. Lombardi's leadership model for crafting high performance organizations has become legendary. Coach Bill Walsh led the San Francisco 49ers to three Super Bowl championships during the 1980's. Business leaders have found Walsh's "Find the Winning Edge" system to be very effective in helping them grow their organizations.

This CPE program will focus less on "what" coaches like Lombardi and Walsh accomplished, and more on "how" they and other master coaches led their people to extraordinary levels of success. Each presentation is customized to include philosophies, reflections, and quotations from successful football coaches in the local state (such as Oklahoma, Alabama, Florida, Massachusetts, Oregon, etc.).

Program's Primary Focus:

- **Connecting Business with Football to Develop Leadership Talent** - Successes on the gridiron and in the boardroom.
- **The Lombardi Leadership Model** - Understanding how Coach Vince Lombardi transformed the lowly Green Bay Packers into perpetual winners.
- **The 12 Lombardi Leadership Lessons** - Proven leadership practices developed by Coach Lombardi throughout his exceptional successful career.
- **Building the Winning Organization** - A proven three-step process for creating success at every level.
- **The Leader's Vital Competencies and Behaviors** – Eight core competencies that form the building blocks of leadership. The five C's of self-development.
- **Cornell-Dartmouth "Fifth-Down Game"** - An extraordinary example of "Character-in-Action".
- **The Leadership Pyramid** - a career building approach to leadership effectiveness.

What Will Be Learned:

- This seminar focuses on practical leadership techniques outside of the normal accounting function that will allow financial leaders to add value to the organization.
- How Vince Lombardi became such an exceptional leader.
- The eight core competencies of Financial Leadership and the five C's of self-development.
- How to build the winning organization.
- The leadership philosophies and techniques of many outstanding football coaches, and how these methods can be used by CPAs to improve organizational performance.
- How to acquire an expanded role as a communicator of solutions.
- How to be positioned at a higher level in the organization's decision-making process.
- The 20 characteristics of admired leaders.

Who Should Attend:

CPAs at all levels who want to improve their leadership and coaching skills and improve their abilities to add value to the organization. The program will benefit all CPAs — from those with many years of managerial experience to those who are preparing for their first managerial position. This seminar is especially beneficial for the CPA who has recently moved from Public Accounting to a position in Industry or with a Service Organization.

CPAs in Public Accounting who want to improve their leadership abilities, and who are continually striving for new ways to add value for their clients.

Seminar Materials:

Each participant will receive a large Financial Leadership workbook, which will be used during the seminar and serve as a valuable take-home reference. The workbook includes many forms, schedules, and checklists (both financial and non-financial) that can be used immediately in business.

Seminar Length:

Keynote: One hour or two hours

Seminar: Half day or full day

CPE Credit: 1 hour, 2 hours, 4 hours or 8 hours

Level of Knowledge: Basic

Prerequisite: None

Advance Preparation: None

About the Speaker:

Jack Park, MBA, CPA, CSP, is an experienced businessperson who has been developing and presenting CPE programs for State CPA Societies/Associations/ Institutes for the past 18 years. He has also been a college football analyst and radio commentator for the past 31 seasons. Park has interviewed and analyzed many of the game's leading coaches including Joe Paterno, Lou Holtz, Jim Tressel, Barry Alvarez, Dick Vermeil, Lloyd Carr, and Nick Saban. Combining his understanding of the business world with his insight into the leadership strategies of highly successful coaches, Park has created a very unique leadership program that is both beneficial and enjoyable.

Park holds the National Speakers Association's Certified Speaking Professional (CSP) designation. The CSP, established in 1980, is the speaking industry's international measure of professional platform skill. Fewer than 7 percent of NSA's 3,000 members hold this professional designation. He is a recipient of the Ohio Chapter's Member of the Year Award.

Park presents programs on a national basis for State CPA Societies/Associations/Institutes, Associations, and Corporations. He has presented to 44 different state CPA Societies/Institutes/Associations throughout his speaking career. His knowledge and presentation skills ratings are consistently among the highest of all instructors.

Enhanced Presentation:

Jack Park's description and presentation of the master coaches' leadership techniques is enhanced with many photographs and diagrams in PowerPoint form. These leadership philosophies are also reinforced throughout the seminar with many quotations, including the following:

The quality of a person's life is in direct proportion to their commitment to excellent, regardless of their chosen profession.

Coach Vince Lombardi, Green Bay Packers

A team is controlled better by attitude than by rules. The desire to win is translated to team conduct.

Coach Woody Hayes, Ohio State

The will to win is important, but the will to prepare is vital.

Coach Joe Paterno, Penn State

With each refinement in the process of collecting information, the value from the use of that information will inevitably grow. Those leaders best able to sift quickly through the vast debris of data will be winners. Those who keep wanting more data for its own sake will be paralyzed.

Coach Bill Walsh, San Francisco 49ers

Passion and enjoyment for what one does on a daily basis is a gift worth more than gold.

Coach Jim Tressel, Ohio State

We're going to be as good a football team as the CLASS of the people we are.

Coach Paul Brown, Cleveland Browns

Your talent determines what you can do. Your motivation determines how much you are willing to do. Your attitude determines how well you do it.

Coach Lou Holtz, ESPN Football Analyst

The secret of winning football games is working more as a team, less as individuals. I play not my 11 best players, but my best 11 players.

Coach Knute Rockne, Notre Dame

A leader may be the most knowledgeable person in the world, but if the players on his team cannot translate that knowledge into action, it means nothing.

Coach Mike Krzyzewski, Duke University

Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan.

Coach Tom Landry, Dallas Cowboys

Seminar Outline

Connecting Business with Football to Develop Leadership Talent

- Think and Perform Strategically
- Actively Lead and Manage Operations
- Effectively Develop Resources

The Lombardi Leadership Model

- Begin with Understanding Yourself
- Build Character and Integrity
- Be Mentally Tough
- Play to Your Strengths
- Motivate by Degrees and Tailor Your Motivation

The 12 Lombardi Leadership Lessons

Building the Winning Organization

- Common Goals
- Complementary Skills and Abilities
- Mutual Accountability

The Financial Leader's Vital Competencies and Behaviors

- Financial Leadership Relationships
- The Eight Core Competencies
- The Five C's of Self-Development
- Establish and Communicate Priorities
- Follow Through and EXECUTE
- The Financial Leader's Environment

Cornell-Dartmouth "Fifth Down" Game

The Leadership Pyramid and Leadership in Action

- The Five Levels of Leadership
- Relationship Behavior and Task Behavior
- The 20 Characteristics of Admired Leaders

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