

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 CEO?*
- *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 business people who consistently add value for their clients and organizations, have at least three things in common. They developed skills and abilities in these categories:

Think and Perform Strategically <i>Visionary, Futurist, Transformationist</i>
Actively Lead and Manage Operations <i>Focus, Follow Through, Implement, Execute</i>
Effectively Develop Resources <i>Human, Financial, Intellectual, Physical, Intangible</i>

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 leadership development 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.
- **The Bill Walsh "Find the Winning Edge" System -** The role of the leader in developing a successful organization.
- **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".

About the Speaker:

Jack Park, MBA, CPA, CSP, is an experienced businessperson who has been developing and presenting leadership development programs for corporations and associations for many 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.

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

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