

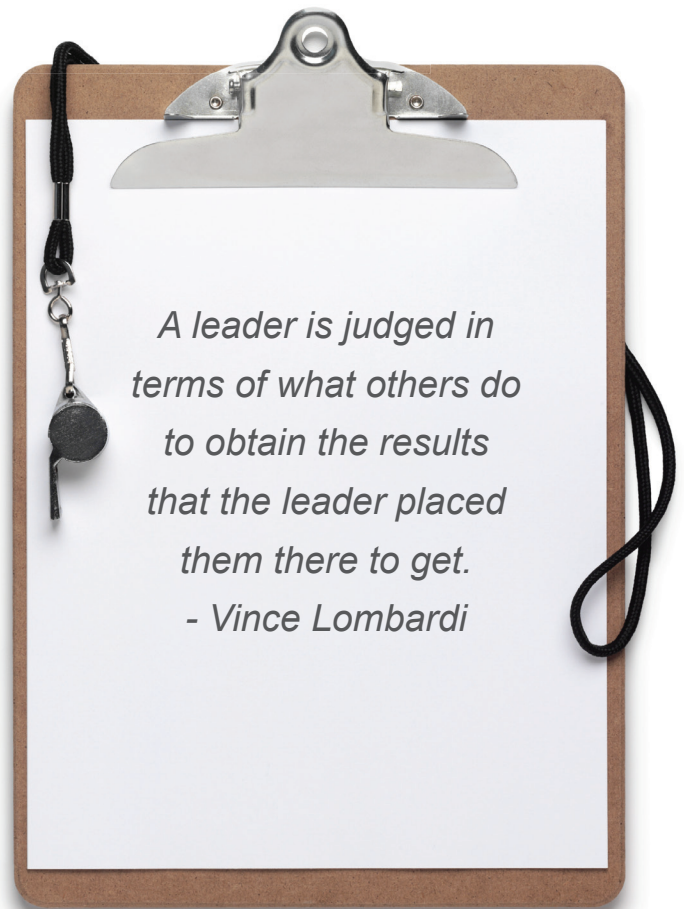
The **Leadership** *Secrets* **of Football's Master Coaches**



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

Financial Insights - Jack Park
2439 Andover Rd Columbus, OH 43221
614-481-0214 jp31@jackpark.com



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:

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

Coach Vince Lombardi transformed the lowly Green Bay Packers into league champions in just three seasons. Lombardi was 46 years old, and this was his first experience as a head coach in the NFL. During his nine seasons in Green Bay from 1959 through 1967, his teams won five NFL titles including the first two Super Bowls.

Vince Lombardi's leadership ability was the principal factor in creating a professional football dynasty that today, is the recognized benchmark of excellence for NFL champions. Lombardi's leadership model for crafting high performance organizations has become legendary. Today, people from all types of businesses and organizations can improve their performance by understanding and adopting many of Lombardi's leadership strategies and tactics.

This CPE program will focus less on "what" Lombardi and other master coaches accomplished, and more on "how" they 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 community and state.

Program's Primary Focus:

- **Connections Between Championship Teams and Peak Performance Organizations** - relationships between successes on the football field and within the organization.
- **The Leader's Vital Competencies and Behaviors** – eight core competencies that form the building blocks of financial leadership. The five C's of self-development.
- **The Lombardi Leadership Model** - Understanding how Coach Vince Lombardi transformed the lowly Green Bay Packers into perpetual winners. The importance of "mental toughness" while building the winning organization.
- **The 12 Lombardi Leadership Lessons** - Proven leadership practices developed by Coach Lombardi throughout his exceptionally successful career.
- **Building the Winning Organization** - A proven three-step process for creating success at every level.
- **Cornell-Dartmouth "Fifth-Down Game"** - An extraordinary example of "character-in-action".

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.
- The five C's of self-development.
- Building the winning organization --- Vince Lombardi's unique three-step process.
- 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 Leadership workbook, which will be used during the seminar and serve as a valuable take-home reference.

Seminar Length:

Keynote: 1-hour and 2-hours

Seminar: Half day or full day

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

Level of Knowledge: Basic

Prerequisite: None

Advance Preparation: None

About the Speaker:

Jack Park is a highly effective developer and presenter of Financial and Leadership Development seminars. In 1989 he founded Financial Insights, a consulting and leadership development firm, after serving twenty-two years with four major corporations. Today Park consults with organizations in the areas of Profitability Improvement, Leadership Development, Business Planning, and Cost Accounting. Park has presented programs nationwide for 45 different CPA Societies/Associations/Institutes, and numerous Associations and Corporations. He serves as a Leader-In-residence instructor at the Franklin University Leadership Center. His knowledge and presentation skills ratings are consistently among the highest of all instructors. Park was awarded 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 seven percent of NSA's 3,400 members hold this professional designation. He has also received the Member of the Year Award from NSA's Ohio Chapter. Park earned his M.B.A. at The University of Pittsburgh and his B.S. at The Ohio State University.

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

Connections Between Championship Teams and Peak Performance Organizations

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

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

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

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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