

HEAD FOOTBALL COACH, ARIZONA STATE UNIVERSITY



LEADERSHIP

- Leaders are dealers of hope.
- If you hope to lead, you must learn to serve. You have an obligation to help people succeed.
- Be a good communicator with a consistent message. Be a good listener.
- Be courteous. Show respect. It sets the tone for the entire organization.

TEAM

- Busyness does not always equal productivity.
- You don't stumble into being a **GREAT TEAM**. It has to be done intentionally through **YOUR** willingness to push each other in order to live up to **YOUR TEAM'S** potential.
- The way that we respond as a **TEAM** in challenging moments is a direct reflection of the **LEADERSHIP** on the **TEAM** and the **CULTURE** that has been set.

GAME PLAN

- Does your team have a mission statement? Make sure the goals of the mission statement are attainable.
- A goal without a plan is a wish. The preparation of the plan is critical. It will allow you to reach your goal.
- Know the WHY, the WHAT, and the HOW in that order.
- There is a big difference between knowing **WHAT** to do and knowing **HOW** to teach what you want done.

HUDDLE

- KYP that will define your type of team.
- It takes time and energy to define peoples roles. It's easy to put people where it's most convenient.
- Enjoy the preparation. Maximize your resources so you can be successful.
- Know your role, do your job. We all start out as independent contractors.
- Interested or committed? "Enthusiasm."

CHANGE

- Change always costs something. Time, Energy, Creativity and Attrition. If change doesn't cost you anything, there is no real change.
- **TIME** it is our most precious commodity.
- **ENERGY** Do not allow yourself to be paralyzed by the idea of change.
- **CREATIVITY** People unwilling to change will never reach their full potential.
- **ATTRITION** When you have a strong culture, this will be less disruptive.

"YOU PLAY TO WIN THE GAME"

- Integrity your words and your actions must match up. What you do in the dark comes to the light. When faced with conflicting thoughts and desires, you never compromise your integrity. It is not an option.
- **Legacy** The power of your name and brand will allow you to make a difference today with tomorrow in mind.

