

SUCCESS

John Wooden
AND STEVE
JAMISON

Faith

Competitive
Greatness

Be at your best
when your best
is needed.

Patience

Poise

Just being
yourself.

Confidence

Comes from
being prepared
and keeping
proper
perspective.

Condition

Mental –
Moral –
Physical.
Moderation must
be practiced.

Skill

A knowledge of
and the ability
to execute the
fundamentals.

Team Spirit

An eagerness
to sacrifice
personal
interest for the
welfare of all.

Self-Control

Practice self-
discipline and
keep emotions
under control.

Alertness

Be observant
and eager
to learn
and improve.

Initiative

Don't be
afraid of
failure, but
learn from it.

Intentness

Being
determined
and persistent.

Industriousness

There is no
substitute
for work.

Friendship

Requires a
joint effort.

Loyalty

To yourself and
to all those
depending
upon you.

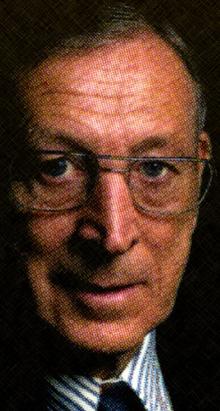
Cooperation

Be interested in
finding the
best way, not in
having your way.

Enthusiasm

You must
truly enjoy
what you
are doing.

Wooden ON LEADERSHIP



Wooden ON LEADERSHIP

Ten (10) national championships, including 7 in a row, 88 consecutive victories, 4 perfect seasons (all records among his many others) . . . those of us who grew up in the 60's and 70's remember clearly John Wooden and the incomparable results UCLA produced with him as head coach. In Wooden on Leadership, Coach Wooden allows us to look past the victories and championships and glimpse the thinking which enabled his UCLA teams. “. . . leadership . . . is largely learned . . . through listening, observation, study and then trial and error . . .” Coach Wooden tells us. And, he shares not only his conclusions but the experimental and experiential journey through which he arrived at them.

Much of Coach Wooden's insight is summed up in his “Pyramid of Success” (over) and he discusses each of its building blocks at length. In addition, he shares numerous poignant insights which illuminate the essence of leadership. A sampling follows:

- *“Team Spirit . . . is a tangible driving force that transforms individuals who are ‘doing their jobs correctly’ into an organization whose members are . . . [eager to work] at their highest levels for the good of the group [i.e., to forego personal benefit for the benefit of all]. When this happens – and a leader is the one who makes it happen – the result is almost magical.”*
- *“. . . greatness is not defined by victory nor denied by defeat. It exists in the effort that precedes those two ‘imposters.’”* For Wooden, the key is in the effort, in doing one's best. Success is a process, a journey; it cannot be measured by a scoreboard or by quarterly results. Do the right things, do them over the long run, do your best (i.e., give near 100% effort . . . as Coach Wooden observes no one can give more than 100%), that is success. Results follow success; they do not define it. That is [the **RED View**] by the way.
- *“Throughout my career I did not allow others to make me adopt their standard, their definition of what constitutes success.”*
- *“Leadership is about more than just forcing people to do what you say. A good leader creates belief . . . in the leader's philosophy, in the organization, in the mission.”* I would add, that leadership is about creating a culture built upon principles such as those which comprise Coach Wooden's pyramid, a culture of doing the right things, a culture of success (as Coach Wooden defines it) and performance . . . and results follow therefrom.
- *“I believe that you must have love in your heart for the people under your leadership.”* “A team – your organization – is a family. Love must be the glue that holds it together, and love must start with the leader.”
- *“. . . effective leaders are, first and foremost, good teachers.”* “Many leaders don't fully appreciate the fact that before telling someone what to do, you must teach him how to do it.” At the heart of Coach Wooden's approach to leadership, implicitly underlying his pyramid, are values and an environment of integrity. As he notes, “Creating belief is difficult to do where a vacuum of values exists, or the only thing that matters is the end result, whether it is beating the competition on the court or increasing profit margins . . .” He titles Chapter 4 “Good Values Attract Good People” and quotes Emerson: “The force of character is cumulative.”

Just as those of us who grew up in the 60's and 70's remember Coach Wooden and his record at UCLA, we remember the great players he had year after year. Indeed, generalizing from memories of my own thoughts at the time, many of us said to ourselves, ‘of course, anyone could win with such great players on the team’ (e.g., Lou Alcindor, a.k.a. Kareem Abdul-Jabbar). But why did so many great players gravitate to UCLA and Coach Wooden? Why indeed, particularly given that Coach Wooden never called a prospect unless first approached by that prospect and never left the UCLA campus to recruit a player? Why?

“Good values attract good people!”
[Wooden]

“The force of character is cumulative.”
[Emerson]

Nurture the right culture, and the rest falls into place.
[the **RED View**]

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W. Roberts
Chairman & CEO

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