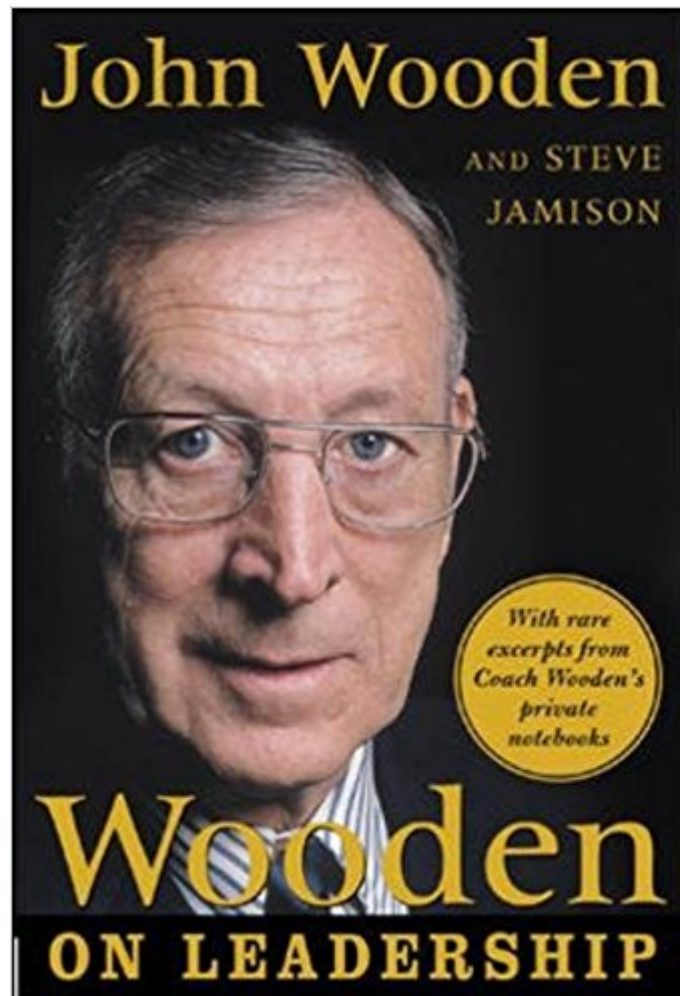




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# Wooden On Leadership: How To Create A Winning Organization



## Synopsis

A Wall Street Journal Bestseller A compelling look inside the mind and powerful leadership methods of America's coaching legend, John Wooden "Team spirit, loyalty, enthusiasm, determination. . . . Acquire and keep these traits and success should follow."--Coach John Wooden

John Wooden's goal in 41 years of coaching never changed; namely, to get maximum effort and peak performance from each of his players in the manner that best served the team. Wooden on Leadership explains step-by-step how he pursued and accomplished this goal. Focusing on Wooden's 12 Lessons in Leadership and his acclaimed Pyramid of Success, it outlines the mental, emotional, and physical qualities essential to building a winning organization, and shows you how to develop the skill, confidence, and competitive fire to "be at your best when your best is needed" and teach your organization to do the same. Praise for Wooden on Leadership: "What an all-encompassing Pyramid of Success for leadership! Coach Wooden's moral authority and brilliant definition of success encompass all of life. How I admire his life's work and concept of what it really means to win!"--Stephen R. Covey, author, *The 7 Habits of Highly Successful People* and *The 8th Habit: From Effectiveness to Greatness* "Wooden On Leadership offers valuable lessons no matter what your endeavor. 'Competitive Greatness' is our goal and that of any successful organization. Coach Wooden's Pyramid of Success is where it all starts."--Jim Sinegal, president & CEO, Costco

## Book Information

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A compelling look inside the mind and powerful leadership methods of America's coaching legend, John Wooden. Praise for Wooden on Leadership: "What an all-encompassing Pyramid of Success for leadership! Coach Wooden's moral authority and brilliant definition of success encompass all of life. How I admire his life's work and concept of what it really means to win!" --Stephen R. Covey, author, *The 7 Habits of Highly Successful People* and *The 8th Habit: From Effectiveness to Greatness* "Wooden On Leadership offers valuable lessons no matter what your endeavor. 'Competitive Greatness' is our goal and that of any successful organization. Coach Wooden's Pyramid of Success is where it all starts." --Jim Sinegal, president & CEO, Costco John Wooden's goal in 41 years of coaching never changed; namely, to get maximum effort and peak performance from each of his players in the manner that best served the team. *Wooden on Leadership* explains step-by-step how he pursued and accomplished this goal. Focusing on Wooden's 12 Lessons in Leadership and his acclaimed Pyramid of Success, it outlines the mental, emotional, and physical qualities essential to building a winning organization, and shows you how to develop the skill, confidence, and competitive fire to "be at your best when your best is needed" --and teach your organization to do the same. Though he was better at it than almost anyone in American history, building a sports dynasty was never a goal for UCLA head coach John Wooden. Rather, it was Wooden's passionate desire to teach his players how to become the best team they could be. To Wooden, "Competitive Greatness" was a tangible and teachable force. One of the lesser-known aspects of Wooden's career is the private notebooks in which he regularly recorded his observations, goals, and leadership concepts as they applied to basketball, success, and life. *Wooden on Leadership* draws from those personal notes to share practical and powerful leadership skills that anyone can use to improve performance and overcome self-imposed limitations. *Wooden on Leadership* contains the best of Wooden's observations, covering everything from teamwork ("It takes 10 hands to score a basket") and self-control ("Emotion is the enemy") to concentration ("Don't look at the scoreboard") and dealing with defeat ("Things turn out best for those who make the best of the way things turn out"). Featuring pivotal moments in Wooden's own leadership journey, it explores the 15 fundamental leadership qualities--building blocks--of his famous Pyramid of Success, illustrating their relevance in building a winning organization. Each chapter concludes with Wooden's "Rules to Lead By," point-by-point action steps covering the chapter's key concepts. along with pivotal moments in his own

leadership journey. “On Wooden’s summary sections throughout the book feature penetrating insights on Coach Wooden’s leadership methods from players and coaches who worked with him during his career, including All-Americans Kareem Abdul-Jabbar, Gail Goodrich, and David Meyers and assistant coaches Denny Crum, Gary Cunningham, and Eddie Powell. As participants and contributors to Wooden’s legacy, their words provide a revealing and personal perspective. Wooden on Leadership reveals the leadership wisdom of John Wooden. It presents the core concepts, methods, and beliefs that Wooden used to teach his teams how to attain Competitive Greatness, and true personal success.

**Author Profiles** John Wooden (1910-2010), guided the UCLA Bruins to ten NCAA basketball championships over a 12-year period, including four perfect seasons and an 88-game winning streak. He was named ESPN’s “Greatest Coach of the 20th Century” and voted “#1 Coach of All Time” by The Sporting News. Sports Illustrated said it best when they said: “There’s never been a finer man in American sports than John Wooden, or a finer coach.” In 2003 John Wooden was awarded the Presidential Medal of Freedom. Steve Jamison is America’s foremost author and authority on the life and philosophy of John Wooden. Mr. Jamison is a consultant to the UCLA Anderson School of Business’s John Wooden Global Leadership Program. He has collaborated with Coach Wooden on an award-winning PBS presentation as well as several books, including the classic book on teaching and mentoring, *Wooden: A Lifetime of Observations and Reflections*.

A wonderful read. Dr. John Maxwell, Dr. Nido Qubein, etc have borrowed numerous Wooden quotes. So I went to the well to drink from the source. 99% of people will say, "THE DEVIL is in the details". John Wooden says, "SUCCESS is in the details." In his basket ball practices, John Wooden takes care of every detail down to wearing your socks properly, or drinking room temperature water so that you do get cramps. The TEAM wins the game. Not the player. As John summarizes "It takes 10 hands to make a basket." So many basket ball insights can be simply applied over to business and investing. A wonderful and refreshing read. William TehInvestor | Author | EntrepreneurTTTrends Investments

This is an easy 5\* rating. My only critique is the book takes a while to get through. Perhaps that’s because of all the ideas and notes you can take from it. In any event, if you are in a leadership position or desire to be in a leadership position, it’s a must read. And if you like sports (basketball

more specifically) it may be one of your favorite books. Getting insight behind the scenes of how one of (if not the) greatest basketball coach did it is inspiring, educational and interesting. While I am done with the book now, I will no doubt be referring back to my notes and highlights often as I apply it to my businesses that I own and the content that I share. Thank You Coach Wooden for delivering an amazing book.

Coach Wooden was indisputably a genius at coaching and teaching basketball. But he was also a genius at an overall approach to life and leadership. His Pyramid of Success is not a hastily devised piece of paper with a few good suggestions. It is a carefully thought out guide that reflects many years of experience and consideration. For example, Coach Wooden's description of his revision of the definition of "Team Spirit" is very instructive and insightful. He realized that it was not enough for his players to be "willing" to sacrifice for the good of the team; he wanted them to be "eager" to make such sacrifices. This and many other observations in this book are profound. The book provides a very useful and detailed guide that can help any leader (or person) make significant improvements.

Wooden is masterful at winning, in a way that keeps your focus on the process of becoming a winner while not obsessing over winning. He truly redefines winning. This is good for every leader, and should be mandatory for every sports coach today. It could cure the current out of control sports culture that exists. We need more that think like this. "Winning is maximizing your personal potential, if enough people on the team do that the score will take care of itself." - Wooden

One of my top favorite leadership books yet! I don't know much about basketball or am a coach of sports and still found this book very valuable. Wooden has a perspective and style on leadership that isn't seen much in this society. It teaches you to focus more on the details and hard work that go into a win instead of focusing on winning itself. This gives everyone on the team (including the leader) something that's in their control to do their best. It's a transformational perspective more leaders should follow suit in.

This is an extraordinary book on leadership. The typical ones might advocate not sweating on the small stuff, Wooden would emphasize the importance of paying meticulous attention to pertinent details and handle them with balance; while others mentions the power of sincere praises, Wooden expands it further by adding the importance of flexibility and so on. The chapters on the importance

of managing time, and dealing with fate are some uncommon but useful topics not covered very well by other books on leadership that I have read.

I am NOT a sports person and had never heard of Coach Wooden until I read this. Even though it was written a while ago, it is surprisingly entertaining, interesting, and applicable to modern day. Excellent.

Is to understate its importance and value. Yes, there are lessons about how to lead others. Yes, there are tips and techniques for inspiring and motivating your teammates. Yes, there are wonderful anecdotes from Coach Wooden and his players that illustrate his unique, resolute methods and style. But, it is primarily about how to succeed in life - the right way. Succeeding in a way that when you come to the end of your life, you are surrounded by friends who all share your same opinion that you strived everyday to be the best you can be. If it sounds like I'm overstating, it's only because I have long looked for a book on leadership that really taught the essence of leading and why people would want to follow you in the first place. I have not found another that speaks to leadership at its most foundational levels. I can not recommend it highly enough.

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