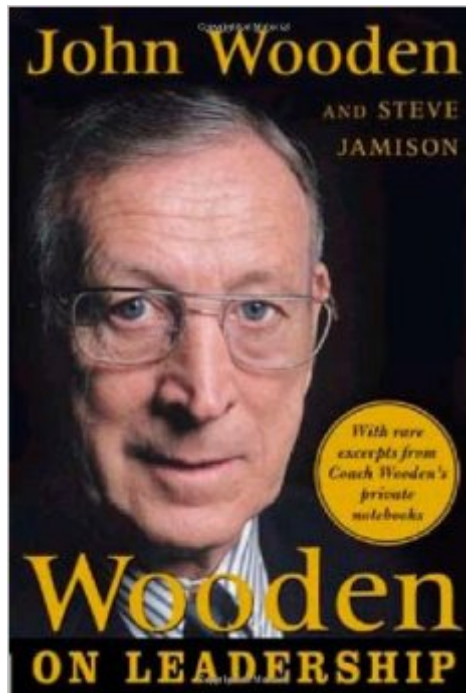


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# Wooden On Leadership: How To Create A Winning Organization



## 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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## Customer Reviews

To me, the words "Wooden" and "leadership" are synonymous. On and off various basketball courts, first as a player and then as a coach, John Wooden demonstrated talents, skills, and qualities of character seldom found in a single person. He led others by example but also by the force of his convictions. After reading this book, some may conclude that he was "idealistic," "naive," "corny," "old-fashioned," etc. Not so. In fact, he was a strict disciplinarian with non-negotiable values who had zero-tolerance of attitude and behavior he perceived to be selfish, rude, unsportsmanlike, or indolent. He invariably accepted his team's defeat with grace but was saddened - sometimes so angered he exclaimed "Goodness gracious sakes!" -- by anything less than a best-effort, not only by his assistant coaches and players but also (especially) by himself. It should be added that, according to those who know him best (including coaches of opponents' teams), he has always been an exceptionally thoughtful, caring, and decent person. What we have in this volume is an on-going narrative provided by Coach Wooden during which he shares everything he learned about achieving and then sustaining excellence. Of special interest to me is the series of "On Wooden" commentaries which include those provided by Kareem Abdul Jabbar, Denny Crum, Gary Cunningham, Gail Goodrich, and Lynn Shackelford. Although the specifics vary from one to the next, all of their authors agree on Coach Wooden's greatness both as a coach and as a man. One of the most interesting anecdotes is provided by Eddie Powell, who played on the South Bend Central High School varsity team which Wooden coached. The bus was about to depart for a game against Mishawacka High School. The co-captains were absent.

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