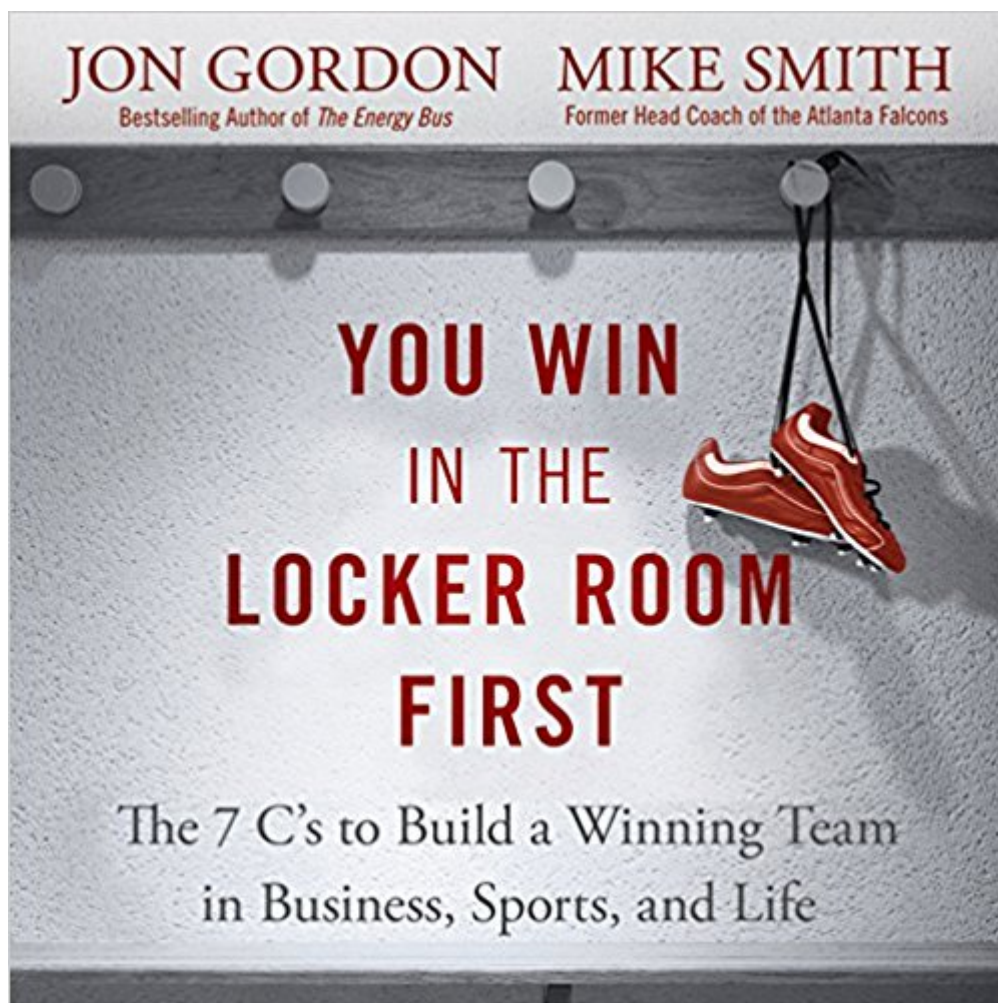




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You Win In The Locker Room First: The 7 C's To Build A Winning Team In Business, Sports, And Life



Synopsis

NFL head coach Mike Smith lead one of the most remarkable turnarounds in NFL history. In the season prior to his arrival in 2008, the Atlanta Falcons had a 4-12 record and the franchise had never before achieved back-to-back winning seasons. Under Smith's leadership, the Falcons earned an 11-5 record in his first season and would go on to become perennial playoff and Super Bowl contenders earning Smith AP Coach of year in 2008 and voted Coach of Year by his peers in 2008, 2010 and 2012. *You Win in the Locker Room First* draws on the extraordinary experiences of Coach Mike Smith and Jon Gordon-consultant to numerous college and professional teams-to explore the seven powerful principles that any business, school, organization, or sports team can adopt to revitalize their organization. Step by step, the authors outline a strategy for building a thriving organization and provide a practical framework that give leaders the tools they need to create a great culture, lead with the right mindset, create strong relationships, improve teamwork, execute at a higher level, and avoid the pitfalls that sabotage far too many leaders and organizations. In addition to sharing what went right with the Falcons, Smith also transparently shares what went wrong his last two seasons and provides invaluable lessons leaders can take away from his victories, success, failures and mistakes. Whether it's an executive leadership team of a Fortune 500 company, a sports team, an emergency room team, military team, or a school team successful leaders coach their team and develop, mentor, encourage, and guide them. This not only improves the team, it improves the leaders and their relationships, connections, and organization. *You Win in the Locker Room First* offers a rare behind-the-scenes look at one of the most pressure packed leadership jobs on the planet and what leaders can learn from these experiences in order to build their own winning team.

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Customer Reviews

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WINNING STRATEGIES FROM THE SPORTS ARENA THAT CAN BE APPLIED EVERYWHERE!

"This book is a must read for anyone who wants to build a great culture and winning team!"

—Brian Billick, Super Bowl XXXV winning coach of the Baltimore Ravens "As a practicing student of the game, regardless of the sport or industry, I'm always looking to give me and my team an edge. This book nails the fundamentals and advanced coaching concepts of leadership for any team. Great cultures begin with trust, and trust begins by establishing relationships that are forged upon a great foundation of character, compassion, competence, and

courage. You Win in the Locker Room First should be required reading for parents, coaches, and leaders at all levels." —Carl Liebert, Chief Operating Officer, USAA "Jon and Mike have written a must-have handbook on team unity. The most successful teams I have been a part of were the most connected. Before we even dive into our playbook or any X's-&-O's, we make every effort to make sure we are 100% connected and committed as a team first. Read this book and learn valuable strategies on how to build a rock solid locker room and team." —Erik Spoelstra, Head Coach, The Miami Heat "I love that Mike and Jon talk about the importance of caring. A leader who cares builds a team that cares. Caring makes all the difference." —Clint Hurdle, Manager of the Pittsburgh Pirates "Long before you take the court, you start your path of winning through your locker room. Jon and Mike have captured the essence of winning by utilizing the 7 C's to build your team. This is a must read if you are serious about building a championship team." —Doc Rivers, Head Coach, LA Clippers --This text refers to the Hardcover edition.

Having read a number of Jon Gordon books, I really like how he has taken a number of the key concepts from previous material and linked them to sports coaching and developing athletes. When you add in Mike Smith's perspective of his time as the Head Coach of the Falcons and some of his other coaching experiences, it really helps to see how these principles apply and why they are important to building successful teams and organizations. One of the aspects I really found interesting was how Mike shared not only his successes but he was sincere in sharing where losing sight of certain principles had let him down. I read many books that talk about successes and what to do. It's rare to hear someone being that honest and open about what they should have done differently. As a coach, sometimes those messages are as, if not more, valuable as lessons to focus on than some of the other ideas. Admittedly, this book falls into line with my own coaching philosophy in many ways. While some of the message was common sense, there were some new ways of looking at things that I really resonated with and I'll be making plans to add to our program. There were some ideas that were new and it's always an excellent reminder to focus on the things we can control. There is most definitely a big emphasis on developing the person behind the athlete, the real value of being a coach and the impact we can, and that focusing on the process is the best way to earn long-term success. It's a quick read and full of so many nuggets of wisdom. Highly recommended to anyone who aspires to have an impact as a leader in any field, not just sports.

Simply amazing - we instituted The Energy Bus training at our company early last year to help deepen our culture and frame the way we interact with one another and with our customers, to rave

reviews! Production efficiencies greatly increased and turnover dropped also. Employee engagement hit an all-time high so much so that we give potential new employees a copy of the book to read before we hire; if they identify with the message, they're probably a great fit. we don't hire those who don't identify. like all things, culture needs attention and nurturing. Great things eventually become taken for granted. What i loved most about Locker Room is Mike Smith's parts (sorry Jon, you know we love you!!) - his insights in arriving at the Falcons and identifying a tremendous cultural need, implementing Energy Bus training for everyone who touched the organization and this delivering great success were immediately relatable to me. What is most valuable are his insights in what happens when you stop following those rules (or the 7 C's, in this case) - they went from league champions to back to back losing seasons because they'd forgotten their culture and lost their way. we are now in process of developing a Locker Room training program for our 100+ employees that is rolling out next month. Jon's books are invaluable but i find this one even more so thanks in large part to Mike's real-life experiences. I can't recommend this book highly enough.

I've actually had this book for a little while and I have been remiss in not submitting a review prior to now. In between travel and dealing with a busy work life and home life, this book has truly been a blessing on advice! Jon Gordon continues to improve and impress me with each new book he releases. The lessons that he and Mike Smith talk about in this book are not just for the "locker room" but for work and in family life. I particularly love the fact that they show that they are human and experience setbacks and struggles and how they approach dealing with the impact, then moving forward with your best foot forward. I love the style of writing as if it were a conversation rather than an instruction book. Both men seem genuinely humble and caring in their tellings and advice offered. I highly recommend this to anyone, not just as a "work improvement" book, but as good advice given to us by great people! Keep up the fantastic work and I look forward to more works from each of you! :)

He tells you what he did wrong as well as what he learned from it. Then he suggests a better way. The book is short enough to keep your attention and the anecdotes are good. Additionally, he references the right people to support his ideas, e.g. John Wooden. Then practice what you read.

Jon Gordon does it again with You Win in the Locker Room First. He teams up with former head coach, Mike Smith to tackle the 7 C's in creating winning formula anywhere (on the field, office, or at

home). Mike talks about his ups and downs as a head coach while Jon reinforces his own practices. While the book uses sports as the base, you can apply everything to your own life. I highly recommend this book to anyone and encourage to have this book as a reference when you need some motivation. Below are some great quotes from book: "There is never a bad day, only bad moments." "Want to create sustainable success? Focus on the root, not the fruit." "Culture is defined and created from the top down, but it comes to life from the bottom up." "The character you possess during the drought is what your team will remember during the harvest." "Often, the difference between success and failure is belief."

If you think this book is not for you because, well, sports, you'll be surprised. Coach Mike and Jon have done a great job of translating winning in professional sports to succeeding in business. There's a reason sports metaphors dominate business - we all want to have a strong team, win, and achieve our personal best at work. Here's your playbook, filled with positive ideas and great techniques. Among my favorites: "Team beats talent when talent isn't a team." And if you are connected to coaching or sports, it's a must read. My husband is a sports massage therapist, and we bought a copy for each of the coaches he works with. It would be a great holiday gift for coaches or athletes in your life.

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