



Winning the NFL Way: Leadership Lessons From Football's Top Head Coaches

Bob LaMonte, Robert L. Shook

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Meet Mike Holmgren, Jon Gruden, John Fox, Andy Reid, and Mike Sherman -- top NFL head coaches whose careers rest on their ability to lead other men to win in the fiercely competitive world of professional football.

Being an NFL coach is the ultimate high-pressure job. The average life span of a coach is two and a half years, so there is an enormous amount of pressure and scrutiny, from demanding owners, millions of fickle fans, and unyielding media. Every Sunday he makes split-second decisions that will not only decide the fate of a game but also his team's season and, ultimately, his own job.

In an extraordinary collaboration with Bob LaMonte, each of these five coaches shares their leadership principles in *Winning the NFL Way*. Having spent thousands of hours with these men, LaMonte understands their quirks, superstitions, philosophies, and work ethics. He takes you behind the scenes, where you'll be a fly on the wall in team meetings, on the sidelines, and in the locker room as Holmgren, Gruden, Fox, Reid, and Sherman reveal how to win beyond the X's and O's. You'll find how to pick and choose the right people for an organization. How to communicate with different personalities. How to be an effective disciplinarian. How to develop a vision and execute it. How coaches build trust in their people and win loyalty, overcome adversity, and adapt to change. All while being a person of integrity and high character.

Through their colorful and motivational anecdotes, you'll gain unprecedented insights into the minds of some of the best coaches today and valuable lessons on what it means to be a leader and a champion.

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