

Wooden on Leadership: How to Create a Winning Organization

By John Wooden

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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

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Wooden on Leadership: How to Create a Winning Organization By John Wooden Bibliography

- Sales Rank: #7315 in Books
- Brand: McGraw-Hill
- Published on: 2005-04-26
- Original language: English
- Number of items: 1
- Dimensions: 9.20" h x 1.20" w x 6.20" l, 1.39 pounds
- Binding: Hardcover
- 302 pages

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Editorial Review

From the Back Cover

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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" 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.

About the Author
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 Scool of Business' 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*.

Users Review

From reader reviews:

Lori Leavitt:

Often the book Wooden on Leadership: How to Create a Winning Organization has a lot of information on it. So when you check out this book you can get a lot of help. The book was compiled by the very famous author. The author makes some research ahead of write this book. This book very easy to read you may get the point easily after looking over this book.

Roger Waldrop:

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