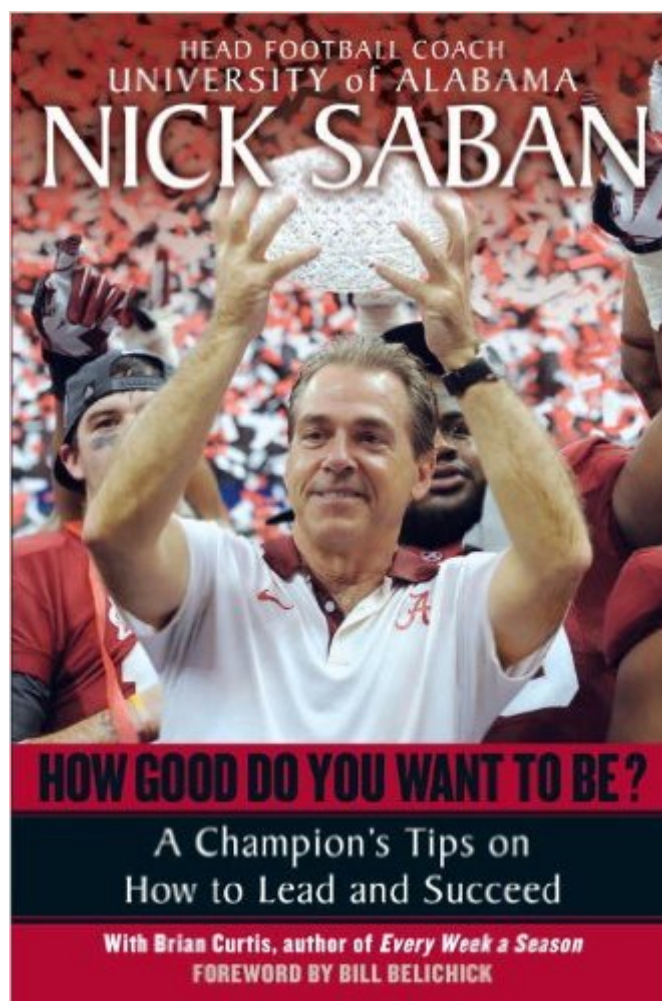


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# How Good Do You Want To Be?: A Champion's Tips On How To Lead And Succeed At Work And In Life



## Synopsis

He guided LSU to its first football championship in forty-five years. He turned down countless offers from professional teams to stay with the job he loves. Now Nick Saban reveals the secrets that will help you lead and succeed at work and in life. Excellence doesn't happen overnight. It comes from hard work, consistency, the drive to be the best, and a passion for what you do. Few understand this better than Nick Saban, the hottest college football coach in the game. Now, in *How Good Do You Want to Be?*, Saban shares his winning philosophy for creating and inspiring success. In more than three decades as a player and coach, Saban has learned much about life and leadership, both on the field and off. Working alongside some of the game's legends, including Super Bowl winner Bill Belichick and coaching legend Jerry Glanville, he saw firsthand how great leaders encourage greatness in others. In this candid, insightful guide, he shares such acquired wisdom as:

- Organization, Organization, Organization Create an environment where everybody knows his or her responsibilities "and each is responsible to the entire group."
- Motivate to Dominate Understand the psychology of teams and individuals, and use that knowledge to breed success.
- No Other Way than Right Practice ethics and values "and demand the same from your team."
- Look in the Mirror Maintain an understanding of who you are by knowing your strengths and your weaknesses.

*How Good Do You Want to Be?* is more than the story of how Nick Saban motivates his staff and players to excel "it is also the memoir of one of America's most successful coaches. Filled with instructive anecdotes and illuminated by never-before-told stories of his life and career, this is a book that challenges and inspires us all to be our best. From the Hardcover edition.

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## Customer Reviews

Nick Saban's method for success is broken down into three main points in his book, *How Good Do You Want to Be?*; these are the development of the product, having the competitive spirit, and the importance of leadership. This guide to success was published by Random House, Inc. in New York in 2005. In Saban's first point he emphasizes the development of the "product." In most cases the product is the person who wants to be successful, but it also includes sports teams, companies, or projects. To develop the product, a "road map" is needed. A road map is a guide to life. It should define one's goals and guidelines. This is to make sure that one knows his values. The five key values are discipline, commitment, toughness, effort, and pride. The map should also take into account the "three C's." These will foster one's success. The "three C's" are commitment, conviction, and character. Commitment is defined as unwavering loyalty and dedication. If one is dedicated enough, then he will eventually succeed. Conviction is when one really believes in what he is doing. Conviction is the reason for being committed. The third "C," character, is "that crucial blend of personality and values" (Saban 35). Character is who a person really is. A positive attitude is crucial to how one responds to challenges, success, and failure. To be successful, one has to really "develop the product." Saban's second point is the necessity of the competitive spirit. Saban states the importance of not thinking about the score, saying, "looking at the score and results can only take away from your competitive spirit" (Saban 58). A person only needs to be concerned with what he or she can control. He also highlights the significance of focus.

As a Patriots fan, I was depressed when Nick Saban became the Dolphins' new head coach because Saban is as similar a football coach to Bill Belichick as you will ever find until scientists perfect cloning. In his new book, Saban lays out his philosophy very clearly. His philosophy helps individuals take control of their lives, work well with others, etc. It also helps leaders build more team-oriented organizations. Everyone can benefit from this book, not just football fans: "focus... on what it takes to get to [become a champion], and not on getting there," "[Players] encouraged one another and kept each other in line," "no selfishness," "we shared a purpose," "the opponent should never determine your level of competitive spirit," "anyone can be successful with the right attitude," "a road map... allows everyone... to know where you are headed," "what you need are players who have good ability, but who can reach their potential consistently... every time out," "be honest and candid and let the players know their prospects," "we have a vision for the organization and, more

importantly, for the people," "create... a culture of expectations [so] everyone knows what to expect," etc. I could go on for many pages. I know Saban's philosophy works because it helped Saban's LSU Tigers (consistent losers before Saban took over) win a share of the 2003 NCAA championship and also helped Belichick's Patriots win two of the past three Super Bowls. It's the same philosophy. I expected great similarities because Saban coordinated the defense of Belichick's Cleveland Browns in the early '90s when the two became closest of friends.

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