

LEADERSHIP TIPS ACCORDING TO JOHN WOODEN

By Bruce Dingman

In the July 3rd issue this year of the *Los Angeles Times*, an article on management focused on the leadership style of one of collegiate basketball's greatest coaches, John Wooden.

Sometimes a coach can become so focused on the desired results that he forgets the basics and then is surprised when things don't turn out right. The same thing happens in business: emphasis is put on making a short term profit while the basics are forgotten or compromised. In John Wooden's case, the basics used in his leadership style helped UCLA's basketball team to achieve ten national NCAA championships.

Wooden's "Pyramid of Success" is focused on how to make the individuals in the organization grow and in turn help the organization to maximize its potential. These keys are simple:

- Listen ... to those under you
- Care ... for them, genuinely, for their own good, not just for what they can do for you or the organization
- Give recognition ... everyone wants it, and it encourages them to do even better
- Be prepared ... the Boy Scouts had it right, it's a key to success
- Work hard ... success doesn't come without it
- Be enthusiastic ... and be contagious with it
- Be patient ... it can take time
- Be confident ... it breeds an attitude for success
- Mistakes happen ... don't be surprised by or afraid of them
- Respect is a by-product ... lead the right way and it happens

As basic (and yet incredible) as these tenets are, there are a few more that can be added:

- Be strategic ... have a plan then work towards it
- Hire the right people ... either hire "A" players or develop them from "B" players
- Practice the right values ... have integrity and treat people as you'd want to be treated
- Cultivate balance in your life ... work hard yet have time for family and refreshment so you can give, not the most, but the best of yourself

We first seek to find candidates having what the client is looking for. But, even if the client hasn't articulated it, we also look for additional characteristics that would make the best possible fit with the team and the leadership need of the role. We listen to our clients and candidates, caring for their needs and desires, and we work hard towards the goal of a perfect match. This is the Dingman "Pyramid of Success" ... basics we try to never forget.

By Bruce