



by Todd Durkin

Leadership & People

I love studying great coaches. In any sport. And on all levels.

One of those coaches is Dick Vermeil. Coach Vermeil coached three different NFL teams. The Philadelphia Eagles. The St. Louis Rams. And the Kansas City Chiefs.

In 1999, he led the Rams to a Super Bowl championship. He amassed 126 wins in his 29-year NFL head-coaching career. And he was a three-time NFL Coach of the Year. He has positively impacted thousands of men in his coaching tenure.

On this one particular evening in 2013, I had the opportunity to hear him speak to a few hundred fitness trainers/pros at a Perform Better conference in Providence, Rhode Island.

Coach Vermeil revealed his “Seven Common Sense Coaching Points” that make the foundation for any team, business, company, or family. In all seven points, there was ONE commonality: PEOPLE.

Without great PEOPLE, there are no great businesses, no great TEAMS, no great organizations, no great families, no great companies, and no great brands.

Coach Vermeil talked about how the most important resource of any company is its PEOPLE: their personal dignity, pride in what they do, and the trust that they have in management.

At the end of every business/calendar year an important and first question a LEADER should ask is:

Do we have better people in our company?

Do we have better people on December 31st (the year’s end), than we did on January first (the year’s beginning)?

Are we better TODAY than we were at the start of the year?

Think about what Ford says in its MISSION statement: “Our PEOPLE are the source of our strength.”

Think about what Hilton Hotels says in its VALUES statement: “PEOPLE are our most important asset.”

If you are a LEADER of your business, your team, your family, your organization . . . regardless of your title:

1. Your PEOPLE need to know what to expect.
2. Your PEOPLE need to be kept informed.
3. Your PEOPLE need to be trained.
4. Your PEOPLE need to be challenged.
5. Your PEOPLE need to be held accountable.
6. Your PEOPLE need to be appreciated.
7. Your PEOPLE need to feel that you care about them.
8. Your PEOPLE need to be recognized and celebrated.
9. Your PEOPLE need to be LED.
10. Your PEOPLE need to be able to grow and advance.
11. Your PEOPLE need your feedback and coaching.
12. Your PEOPLE need to be LISTENED to and HEARD.
13. Your PEOPLE need to be TRUSTED, and they must TRUST YOU!
14. Your PEOPLE must be LOVED and LOVE each other.

....and not necessarily in that order.