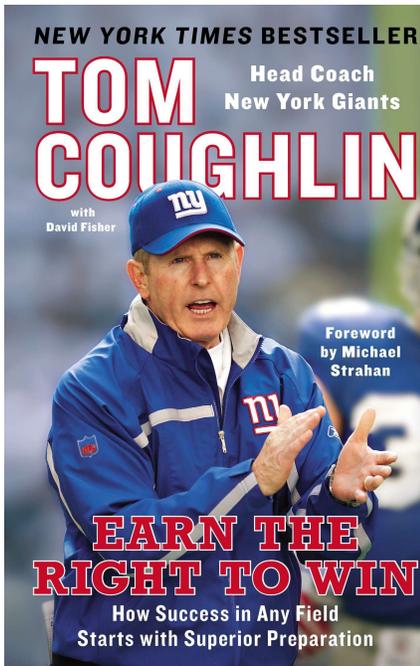

EARN THE RIGHT TO WIN

How Success in Any Field Starts with Preparation | Tom Coughlin



Tom Coughlin's Rules:

1. Be on time, every time. "Be where you are supposed to be when you are supposed to be there, prepared to go to work."
2. Know your assignments on the field.
3. Conduct yourself like a professional on and off the field.
4. Demonstrate pride in our organization.
5. Respect your teammates.
6. Pay complete attention in our meetings.

"I kept notes at every level of my career and learned what rules worked for me and what I would do differently. Both as a player and an assistant coach I saw which rules effectively allowed me to accomplish my objectives and which ones caused more problems than they were worth."

- Tom Coughlin

Prepare to Win

Confidence is a self-fulfilling prophecy: The more confidence you have in yourself and your preparation, the better you will perform, and as a result, you'll have even more confidence in the system and your own abilities. And you will continue to succeed.

Preparation creates confidence.

"A man can be as great as he wants to be. If you believe in yourself and have the courage, the determination, the dedication, the competitive drive, and if you are willing to sacrifice the little things in life and pay the price for the things that are worthwhile, it can be done." - Vince

Lombardi

Build An Organization with Character

It's a pretty simple formula: Organizations are devised of people, therefore, the great quality of the people, the greater the organization will be.

"Associate yourself with men of good quality if you esteem your own reputation; for 'tis better to be alone than in bad company." - George

Washington

Use Time Effectively

There are no trophies awarded for working the most hours. It isn't how much time you spend working, it's what you accomplish during that time. Activity shouldn't be mistaken for achievement. The goal is to make the most effective use of your time.

Success is in the Details

*"It's the little details that are vital.
Little things make the big things
happen."*

- John Wooden

Knowledge is the heartbeat of preparation. The amount of information you can provide to your people will be directly proportional to your success. "Be thorough - establish a logical file system, then record and file all football-and player-related information." No one is going to know more about us than we know about them.

Pride is the Foundation of Motivation

Motivation is the emotional tool used to get a team, and every individual on it, focused and playing to the best of their ability.

Pride in your organization and pride in your own contribution to the success of that organization makes a tremendous difference in everything from your work ethic in the off-season to your play in the last few minutes of the fourth quarter of a game in the freezing cold in December.

"The best motivation is the bench."

- John Wooden

*"We are what we repeatedly do.
Excellence then is not an act, but a
habit."*

- Aristotle

*"No man needs sympathy because he
has to work, because he has a
burden to carry. Far and away the
best prize that life offers is the
chance to work hard at work worth
doing."*

- Teddy Roosevelt

Stay Prepared For An Unexpected Opportunity

*"The true test of a man's character is what he
does when no one is watching."*

- John Wooden

Success is what happens when opportunity meets preparation.

Learn the Details

The margin between success and failure in the NFL, in most enterprises in fact, is so small that a little bit of information can make all the difference.

Success requires gathering as much information as possible from all possible sources, using it to determine both your own and your opponent's strengths against his weaknesses.

In the information-gathering process, every detail matters. No matter how much you learn, there will always be something more. As much time as the coaching staff spends working with the players on the practice field, we spend considerably more time accumulating knowledge from every possible source about our opponent. We study videotape, we read and reread scouting reports, we pour over statistics. We scout their games and speak to other coaches who have played them. Then we put it all together to create our strategy, our game plan.

Study the Numbers

Statistics are the language of football; numbers can describe teams and players in a tremendous detail.

The key is to understand the language of percentages, and to be able to find in it the most important tendencies.

Numbers without context can be very misleading... There is a reason for every statistic; understanding the why is essential.

Self-scouting enables us to identify our own strengths and weaknesses, as well as our tendencies.

A player who believes he is prepared is a confident player, and a confident player will play better.