

Sharing the Game Plan

We are in the middle of the college football season, and it is an exciting time of the year for fans of this sport. The annual Tennessee-Alabama gridiron clash on the third Saturday in October is one of the fiercest rivalries in the nation. As a follower of the Tennessee Volunteers, my heart has been broken numerous times by the victories of the Crimson Tide. Through the years, however, I developed a respect for the late Paul “Bear” Bryant, the head coach at Alabama. His success commanded admiration.

Bryant had a game plan for each individual game, but also a plan for the development of the whole team over the course of the current and upcoming seasons. Once the game plan was drawn, he then communicated it to his team on an almost continual basis. Bryant had five points that explained what he believed a coach should do:

1. Tell players what you expect of them.
2. Give players an opportunity to perform.
3. Let players know how they are getting along.
4. Instruct and empower players when they need it.
5. Reward players according to their contribution.

The process must begin with communicating the game plan. That is the key to productivity – in Life Care, Century Park and Life Care at Home, as well as in football. But it must continue with the exchange of information.

When there is interactive communication between the team leader and his people, it empowers them to succeed.

--Beecher Hunter