

Shula's Example

In *Everyone's a Coach*, Don Shula – the winningest coach in National Football League history – writes: “A lot of leaders want to tell people what to do, but they don't provide the example. ‘Do as I say, not as I do,’ doesn't cut it. Of course, I'm not about to show players how to run or pass or block or tackle by doing these things myself. My example is in things like my high standards of performance, my attention to detail, and – above all – how hard I work.

“During the 1994-95 season, I had what I thought was a calcium spur on my heel. It became so painful to move around on the practice field every day that I began to wear something like a ski boot at practice to reduce some of the pain. I didn't want to take the time to correct the problem until after the season. I can't ask my players to play hurt if I wimp out when I'm hurting a little bit. Finally, I had no choice. One day in early December, when I was heading off the field after a practice, I felt something pop. It turned out I'd ruptured my Achilles tendon. The day I had the operation was the first regular-season practice I had missed in my 25 years with the Dolphins.”

The next day, Shula was back at practice, getting around in a golf cart.

The pin in the hinge of leadership is our example. What does your attitude and behavior show to the associates where you work – in Life Care, American Lifestyles or Life Care at Home? You may be surprised at how many people are watching you – and following your pattern.

--Beecher Hunter