



# Bridgeway to Success™

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**GET THE PEOPLE  
WHO CAN GET  
THE JOB DONE.**

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## A Coach's Story

The question is as relevant to business as it is to athletics. Twenty-two years ago, the head football coach at our university asked me this simple question: "Mike", he said, "what do you think is the most important thing to become a successful coach?"

As a young defensive coach I had contributed to our national championship experience the prior year. Still, the question was not as simple as it seemed. Of course there were practices - almost every day. Planning meetings before each practice; evaluation meetings after each practice. Countless hours of game film. Starting at 6 a.m. on Sunday mornings we would evaluate the game we had played the day before. We graded every player on every play. Every evening we studied game film of our upcoming opponent. There were position-specific training programs for our players. For strength, power, and flexibility. In-season programs and off-season programs. So many things. So much hard work.

"I don't know", I replied, "what is the most important thing to become a successful coach?"

He slowly leaned forward to emphasize the hard-won secret. "Mike", he asserted, "*get the studs!* You could invest a ton of time and energy coaching, correcting, and cajoling, but it won't make much of a difference unless you get the people who can get the job done."

Michael Canic