

Developing a Culture of Values Through Leadership

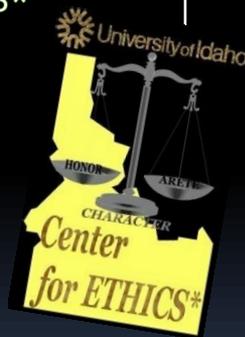
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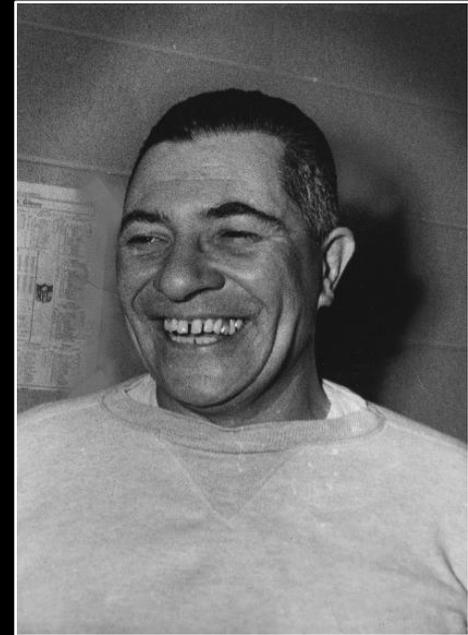
Coach Bobby Lankford



Vince Lombardi

Vince Lombardi---Winning isn't everything...it's the only thing ...Nonetheless, Lombardi later stated that he wished he had never stated these words.

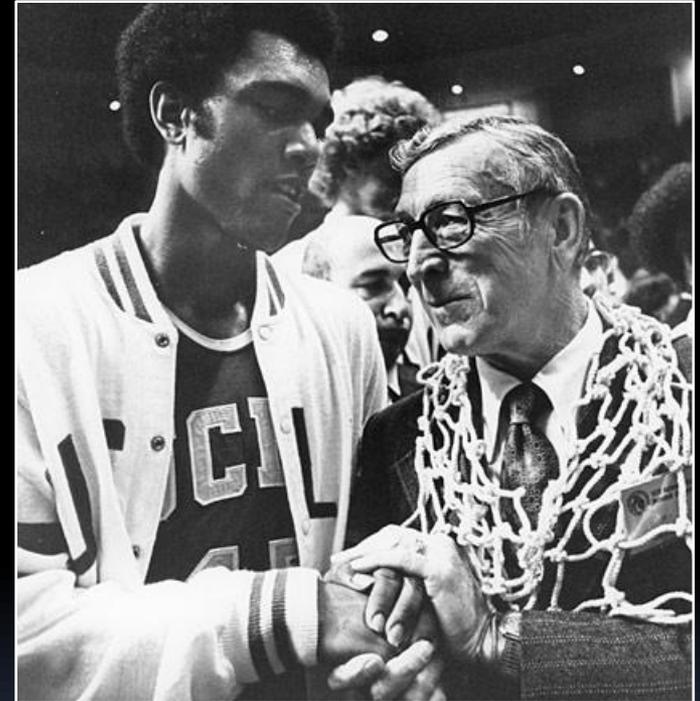
Our perspective at the Center for Ethics is based upon the notion that the best way to win is to seek and promote excellence. A sustained pursuit of generalized all the time type of excellence in all that is done by the team---players and coaches alike.



John Wooden

“A good leader creates belief—in the leader’s philosophy, in the organization, in the mission. Creating belief is difficult where a vacuum of values exist where the only thing that matters is the end result” (John Wooden)

This pursuit involves the creation and development of a culture that is based upon values.



Leadership Defined

- The power of influence...nothing more, nothing less
(John Maxwell)
- Liberating people...enabling them to reach their full potential (Max DePree)
- Helping others to achieve their own greatness by helping the organization to succeed (John Wooden)
- Process of enabling individuals to grow healthier, wiser, freer and more antonymous through the art of servant-hood (Robert Greenleaf)

Authoritarian Leadership

"The beatings will continue until morale improves" (Unknown)

Characteristics:

- Determines all policies for group members
- Details all methods of goal attainment for the group
- Develops overall mission for group
- Dictates step by step process for goal attainments as they deem necessary



Transactional Leadership

"He treats us like men, he lets us wear earrings"

(Torrin Polk, University of Houston Wide Receiver)

Characteristics:

- Leader provides contingent reward if standards are met
- Leader provides follower with resources and rewards in exchange for motivation, productivity, and task accomplishment
- Leader promotes concept of management by exception—if it ain't broke, don't fix it



Transformational Leadership

"You can motivate by fear and you can motivate by reward. But, these methods are only temporary. The only lasting thing is self motivation" (Homer Rice)

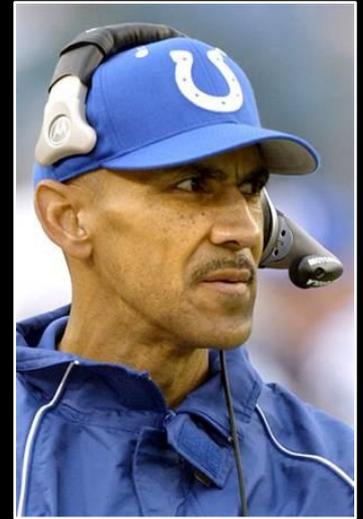
Characteristics:

- Develop vision oriented goals
- Utilize charisma to build relationships
- Offer individualized consideration
- Develop intellectual stimulation in attempt to promote affiliation and unity



Servant Leadership

"We are what we repeatedly do, excellence is therefore a habit and not an act" (Aristotle)



Characteristics:

- "Promotes bottom up view of leadership"
- Consideration for the development of the individual first
- Provides autonomy to the individual to develop their talents and abilities
- Models a course of right thinking and right action which should serve to inspire those they lead to do the same
- Creates organizational objectives based upon the ever increasing development of the individual's abilities

Qualities of the Servant Leader

- Respect
- Responsibility
- Humility
- Love
- Compassion/Empathy
- Commitment
- Patience



“I don’t necessarily have to like my players and associates but as a leader I must love them. Love is loyalty, love is teamwork, love respects the dignity of the individual. This is the strength of any organization” (Vince Lombardi) <http://youtube.com/watch?v=87ieKzWoJhk>

Questions Addressed

1. How can we create a culture of values in our teams?
2. How can we develop and implement a mission that is consistent with this creation?
3. How can we apply the concepts of authoritarian, transactional, and transformational leadership in the style of the servant leader?
4. How can we practically apply the characteristics of servant leadership into coaching such a demanding game as football?



The Future

“The modern American football coach is a man of education and culture who occupies a place of increasing prominence in American society” (John Heisman)

