

"... A great team—and a great book!"

—Tom Peters, Author, *In Search of Excellence*

Are the people who report to you giving you their best? Is your team—whether a group of employees, a classroom of students, or your family—performing at its fullest potential?

NFL coaching legend Don Shula and renowned business consultant Ken Blanchard team up in *Everyone's a Coach* to share their secrets for inspiring others to greatness. At the heart of their book is a simple acronym that describes the qualities of an effective leader:

- C**onviction-driven *Never compromise your beliefs.*
- O**verlearning *Practice until it's perfect.*
- A**udible-ready *Know when to change.*
- C**onsistency *Respond predictably to performance.*
- H**onesty-based *Walk your talk.*

Using an effective "tag-team" approach, Shula and Blanchard personally "unpack" the five leadership secrets behind this acronym. First, Shula tells you how each coaching concept worked on the field. Then, Blanchard explains how to apply that concept to your leadership situation.

Complete with a self-test for measuring your personal coaching effectiveness, *Everyone's a Coach* will help you unleash the excellence in anyone.

KEN BLANCHARD is an internationally known management consultant, organizational leader, author or coauthor of twelve books, including the all-time best-seller, *The One Minute Manager*.

DON SHULA has led the Miami Dolphins to five Super Bowl appearances and the Baltimore Colts to one—more than any other head coach in the NFL. *Sports Illustrated* magazine named Shula its 1993 Sportsman of the Year in honor of his becoming the winningest coach in NFL history. Coach Shula announced his retirement in January, 1996, after 25 years as head coach of the Dolphins.

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