

## John Wooden, Like UCLA, Simply the Best



The proudest people I know are the privileged, chosen few that are lucky enough to be UCLA alums. Our memories of the glory days spent at UCLA conjure up images of a perfect world, where all the days were bright and sunny, where the playing field was completely level, the buildings and landscaping flawlessly designed and manicured and the wonders of Los Angeles at your fingertips. Those permanent features of UCLA have left indelible imprints on our lives and have helped shape our futures. But of all things UCLA, it is the people who live, learn, study, work and teach there that make the school the a unique institution. While the UCLA family has its share of incredible people in the business, legal, medical, science, engineering, music, architecture, linguistic, humanities, philosophy and psychology disciplines, the most profound influence on my relationship to UCLA has come from the athletic department.

UCLA can easily claim an endless list of people who have changed the world. In sports, that list would include Jackie Robinson, Arthur Ashe, Kareem Abdul Jabbar, Rafer Johnson, Jimmy Connors, J.D. Morgan and Ducky Drake. But of all the legends who have given so much, it is John Wooden, the former basketball coach, who has had the greatest impact on the largest number of people. John Wooden does not have the physical prowess that enables so many others to dominate their sport. Nor does he have a dominating, overwhelming personality to give him complete control over his world. What he has is a heart, brain and soul that put him in a position to inspire others to reach levels of success and peace of mind that we could never dream of reaching by ourselves.






Bill Walton

Thank You!



# WOODEN ON LEADERSHIP™



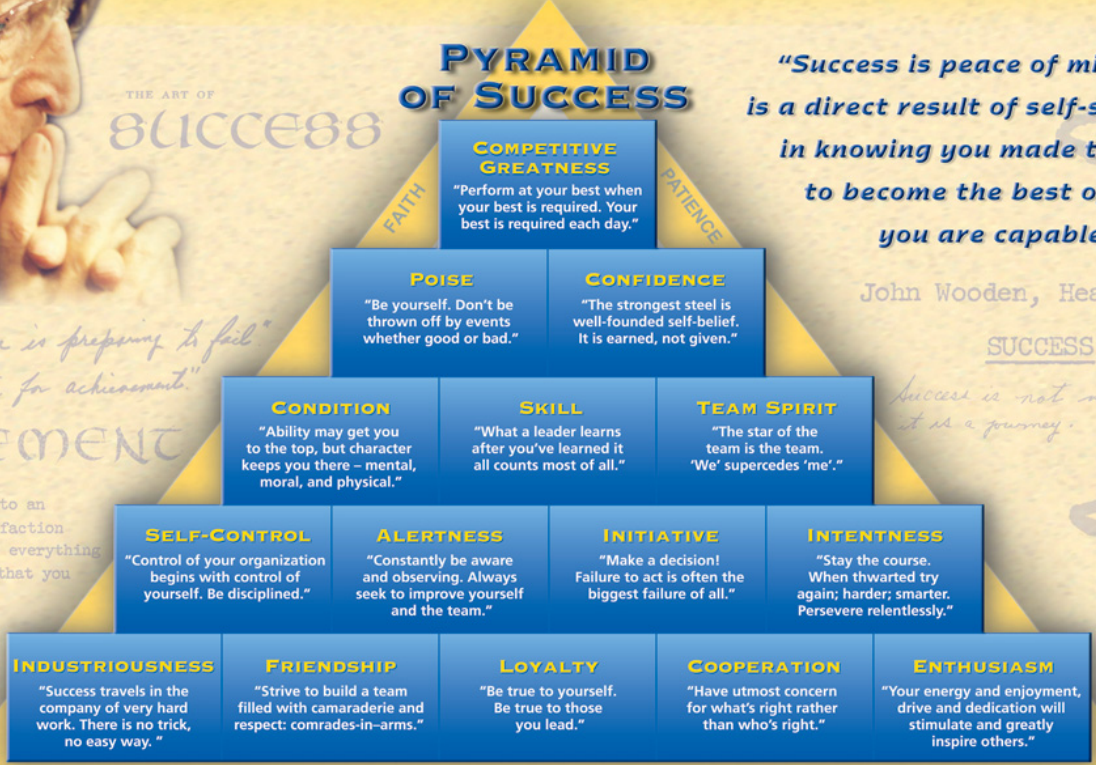
THE ART OF  
**SUCCESS**

*"Failure to prepare is preparing to fail."  
Don't mistake activity for achievement."*

**ACHIEVEMENT**

True success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of.

## PYRAMID OF SUCCESS



**COMPETITIVE GREATNESS**  
"Perform at your best when your best is required. Your best is required each day."  
*FAITH* (left), *PATIENCE* (right)

**POISE**  
"Be yourself. Don't be thrown off by events whether good or bad."  
**CONFIDENCE**  
"The strongest steel is well-founded self-belief. It is earned, not given."

**CONDITION**  
"Ability may get you to the top, but character keeps you there – mental, moral, and physical."  
**SKILL**  
"What a leader learns after you've learned it all counts most of all."  
**TEAM SPIRIT**  
"The star of the team is the team. 'We' supercedes 'me'."

**SELF-CONTROL**  
"Control of your organization begins with control of yourself. Be disciplined."  
**ALERTNESS**  
"Constantly be aware and observing. Always seek to improve yourself and the team."  
**INITIATIVE**  
"Make a decision! Failure to act is often the biggest failure of all."  
**INTENTNESS**  
"Stay the course. When thwarted try again; harder; smarter. Persevere relentlessly."

**INDUSTRIOUSNESS**  
"Success travels in the company of very hard work. There is no trick, no easy way."  
**FRIENDSHIP**  
"Strive to build a team filled with camaraderie and respect: comrades-in-arms."  
**LOYALTY**  
"Be true to yourself. Be true to those you lead."  
**COOPERATION**  
"Have utmost concern for what's right rather than who's right."  
**ENTHUSIASM**  
"Your energy and enjoyment, drive and dedication will stimulate and greatly inspire others."

*"Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."*

John Wooden, Head Coach

SUCCESS

*Success is not in destination it is a journey.*

### 12 LESSONS IN LEADERSHIP

<ol style="list-style-type: none"> <li>1. Good Values Attract Good People</li> <li>2. Love Is The Most Powerful Four-Letter Word</li> <li>3. Call Yourself A Teacher</li> <li>4. Emotion Is Your Enemy</li> </ol>	<ol style="list-style-type: none"> <li>5. It Takes 10 Hands To Make A Basket</li> <li>6. Little Things Make Big Things Happen</li> <li>7. Make Each Day Your Masterpiece</li> <li>8. The Carrot Is Mightier Than A Stick</li> </ol>	<ol style="list-style-type: none"> <li>9. Make Greatness Attainable By All</li> <li>10. Seek Significant Change</li> <li>11. Don't Look At The Scoreboard</li> <li>12. Adversity Is Your Asset</li> </ol>
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www.CoachJohnWooden.com

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