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Nota di contenuto	You Win in the Locker Room First: 7 C's to Build a Winning Team in Sports, Business, and Life -- Contents -- Introduction -- Chapter 1: Culture -- Create a Winning Culture -- Build Your Culture Up and Down -- Everyone Creates Your Culture -- X's and O's Are Overrated -- Sustained Culture = Sustained Success -- Know What You Stand For -- Process and Milestones -- Focus on the Root, Not the Fruit -- You Have to Fight for Your Culture and Team -- Chapter 2: Contagious -- Germ or Vitamin C? -- Contagious with a Vision and Mission -- Contagious with Your Belief -- Contagious with a Positive Attitude -- Contagious Leaders in the Locker Room -- No Energy Vampires Allowed -- The No Complaining Rule -- Chapter 3: Consistent -- Consistency Wins the Locker Room -- Consistency Wins in the Long Run -- It's Not Okay to Be Moody -- Be Consistent in Your Desire to Be Great -- Complacency Is a Disease -- Consistently Improving -- Humble and Hungry -- Be Humble -- Be Hungry -- Chapter 4: Communicate -- The Most Important Thing a Coach Can Do -- One-on-One Communication -- Listening Enhances Communication -- What's the Temperature Today? -- Leading by Walking Around -- Communicating the Message -- The

Power of an Outside Voice -- The Enemies of Great Communication -- Communication Must Lead to Collaboration -- Chapter 5: Connect -- Communicating and Collaborating Leads to Connection -- Team Beats Talent When Talent Isn't a Team -- We Got This -- Unplug from Technology and Plug into People -- Create a Connected Locker Room -- Connect Outside the Locker Room to Be Strong Inside the Locker Room -- Stay Connected -- Chapter 6: Commitment -- Commit if You Want Commitment -- Commitment Begins with the Leader -- Feeling Is More Powerful than Hearing -- Serve to Be Great -- Commitment Starts at Home -- Commitment Is Spelled T-I-M-E. When You Commit You Make Everyone Better -- The Hard Hat -- It's Not about You -- Lose Your Ego -- Commitment Requires Sacrifice -- Chapter 7: Care -- Caring Is a Strategy -- Care More -- Create a Culture of Caring -- Show You Care -- More than a Uniform and Number -- Transactional versus Transformational -- Love Tough -- Discover Your Caring Trademark -- When You Care, Your Team Will Care -- The Big C -- The Other Big C -- Beyond the 7 C's -- Integrity -- Be Passionate, Not Emotional -- Create Your Own Style of Leadership -- Leadership Is Both Macro and Micro -- Lead Your Leaders -- Focus on the Process -- Forget the Past, Focus on the Fundamentals -- LOSS: Learning Opportunity, Stay Strong -- Culture Contamination -- Don't Focus on Winning Championships -- Focus on Developing Champions -- The Time Is Now -- Looking for Murphy -- Pressure, Not Stress -- Compete, then Unite -- Speaking as One Voice to the Media -- Become a Lifelong Learner -- Leave Your Legacy -- The Action Plan -- Put the 7 C's to Work to Enhance Your Culture -- Build a Winning Team -- Other Books by Jon Gordon -- The Energy Bus -- The Energy Bus for Kids -- The No Complaining Rule -- Training Camp -- The Shark and the Goldfish -- Soup -- The Seed -- The Positive Dog -- The Carpenter -- The Hard Hat -- End User License Agreement.

Sommario/riassunto

NFL head coach Mike Smith led one of the most remarkable turnarounds in NFL history. In the season prior to his arrival in 2008, the Atlanta Falcons had a 4–12 record and the franchise had never before achieved back-to-back winning seasons. Under Smith's leadership, the Falcons earned an 11–5 record in his first season and would go on to become perennial playoff and Super Bowl contenders earning Smith AP Coach of Year in 2008 and voted Coach of Year by his peers in 2008, 2010 and 2012. *You Win in the Locker Room First* draws on the extraordinary experiences of Coach Mike Smith and Jon Gordon—consultant to numerous college and professional teams—to explore the seven powerful principles that any business, school, organization, or sports team can adopt to revitalize their organization. Step by step, the authors outline a strategy for building a thriving organization and provide a practical framework that gives leaders the tools they need to create a great culture, lead with the right mindset, create strong relationships, improve teamwork, execute at a higher level, and avoid the pitfalls that sabotage far too many leaders and organizations. In addition to sharing what went right with the Falcons, Smith also transparently shares what went wrong his last two seasons and provides invaluable lessons leaders can take away from his victories, success, failures and mistakes. Whether it's an executive leadership team of a Fortune 500 company, a sports team, an emergency room team, military team, or a school team successful leaders coach their team and develop, mentor, encourage, and guide them. This not only improves the team, it improves the leaders and their relationships, connections, and organization. *You Win in the Locker Room First* offers a rare behind-the-scenes look at one of the most pressure-packed leadership jobs on the planet and what leaders

can learn from these experiences in order to build their own winning team.
