

**2012 ASPC Americas Continental Forum**  
**LEADERSHIP in High Performance Sport**

1. Good Afternoon--thank you for having me at this VIP forum.  
I believe that you will enjoy this session tremendously!!!!!!!!!!
2. I am Ernie Stretton, my vita is in the program presentation (this session is relative to Leadership in the 21<sup>st</sup> century and will apply to all endeavors including the highest levels of sports. I have over 40 years of experience in major leadership positions in large and small organizations which has given me a wide perspective of what leadership qualities are imperative in order to be successful in the 21<sup>st</sup> century.
3. Presentation format:
  - Important factors for overall success (5 p's)
  - Qualities of leadership
  - Why great leaders are effective
  - Laws of leadership
  - Levels of leadership
  - Questions at any time
  - Lessons of a life time in leadership
4. You will note that there will not be a Power Point presentation
  - LISTENING is one of the most important pieces of great leadership
5. Leadership and imagination are more important than Knowledge
  - Think outside the box--change is part of leadership—leadership is managing change
6. The importance of the “it” Factor, do they get it. Many today don't
7. Joke--two boys
8. VIP BOOKS relevant to leadership--essential
  - a. Where have all the leaders gone--Lee Iaccoca
  - b. When character was king--Peggy Noonan
  - c. Talent is overrated--Geoff Coloin (Practice, work ethic so important)
    - Picking the right individual or player not necessarily the best (Tebow, Beckett, Ferrari, Wooden, Brooks-1980)
  - d. The world is flat--Tom Friedman (must read)
  - e. When pride still mattered--John Maraniss (Jerry Cramer, Lombardi was in his face)
  - f. American lion (Andrew Jackson)--John Meachum
  - g. Truman--David McCullach

9. Difference between leader and a great leader
  - leader: leads people where they want to go
  - great leader: leads people where they don't want to go, but where they ought to be
  
10. Two greatest MOTIVATORS
  - Money
  - Thank you
  
11. Trust – Most Important (One opportunity and one only) “CHARACTER”
  
12. John Oliver (didn't know much about hockey--longest winning streak in history), he learned He learned the game and was a great strategist – football
  - trusted
  - respected
  - principled
  - interested in us
  - treated everyone with respect
  
13. Success is related to attitude
  - 10% what happens and 90% how we react to it
  - Everyone has issues that they deal with
  - Happy people see opportunity, unhappy people see problems
  
14. LAWS OF LEADERSHIPS
  - 1 – The law of Respect (people naturally follow leaders that are stronger than themselves and respect others.
  
  - 2 – The law of Intuition (Leaders evaluate everything with a leadership bias). You NEVER have all of the info--you must use your intuition when making decisions.
  
  - 3 – The law of Magnetism (Who you are is who you attract) Robert E. Lee – Lincoln Him, because of this law, Lee obviously turned him down. Virginia – Generals
  
  - 4 – The law of Empowerment (Only secure leaders give power to others)
    - “the best leader is one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it”
  
  - 5 – The law of Victory (Leaders find a way for the “TEAM” to win). Great leaders have NO plan B
  
  - 6 – The law of the Inner Circle (A leader's potential is determined by those closest to him). Nobody does anything Great alone!!!!

7 – The law of Sacrifice (A leader must give up to go up). Sacrifice is the Heart of Leadership.

15. FIVE (5) LEVELS OF LEADERSHIP

LEVEL 1 – Position: People follow because they have to (I am the head so follow me)

LEVEL 2 – Permission: People follow because they want to (you can't lead people until you like people)

LEVEL 3 – Production: People follow because of what you have done for the organization (making things happen separates real leaders from wannabes)

LEVEL 4 – People Development: People follow because of what you have done for them

LEVEL 5 – Pinnacle: People follow because of who you are and what you represent (Trust, we not I, integrity, values – RECRUITING)

16. NINE (9) C's of LEADERSHIP

1 – Curiosity: Listen to people outside the "YES" crowd

2 – Creative: Go out on a limb – leadership is about managing change

3 – Communicate: You need to talk to everyone

4 – Character: MOST important, having the guts to do the right thing-----TRUST

5 – Courage: Taking a position, knowing it will cost you

6 – Conviction: You've got to really want to get something done

7 – Charisma: The ability to inspire

8 – Competent: Be a problem solver--surround yourself with people who know what they are doing

9 – Common Sense: Your ability to reason

17. GREAT LESSONS OF LEADERSHIP (8) SUMMARY!!!!!!

1 – Good values attract good people (CHARACTER is cumulative)

2 – Call yourself a teacher (Greatest teaching tool is YOUR example)

3 – Emotion is your enemy (Consistency VIP, emotion can make a leader vulnerable)

4 – Little things make big things happen

5 – The carrot is mightier than the stick (Thank you, praise)

6 - Make greatness available to everyone (Be patient – greatness is found in bringing it out in others)

7 – Seek significant change (Never be content – listen) John Kotter--change theorist, URGENCY

8 – Adversity is your asset (All leaders are visited by misfortune and bad luck). Adversity makes us stronger--don't Blame, embrace it!!!!

THANK YOU!!!!!! Questions?