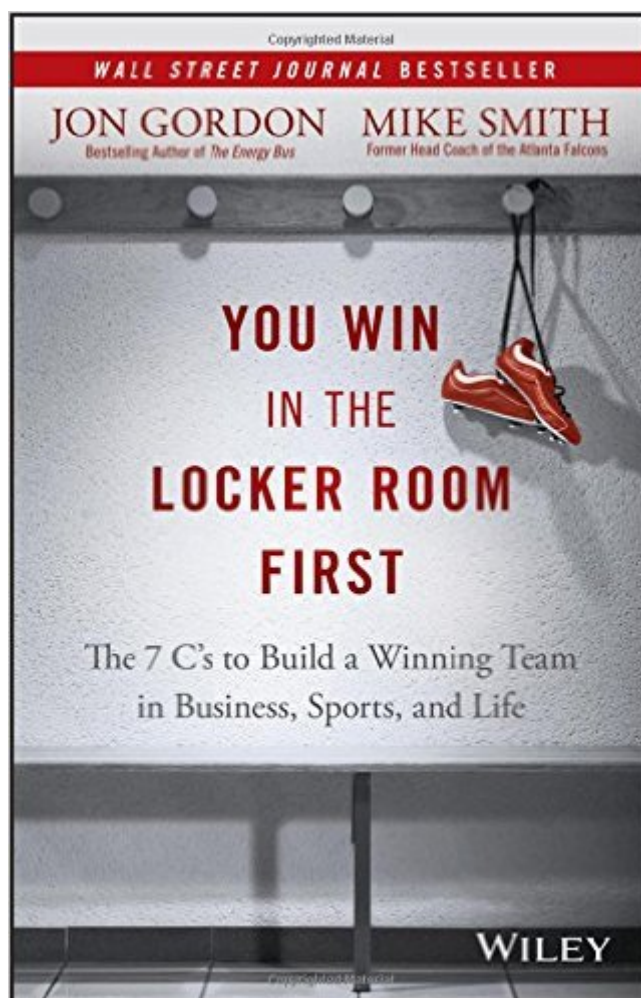


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# You Win In The Locker Room First: The 7 C's To Build A Winning Team In Business, Sports, And Life



## Synopsis

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's 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.

## Book Information

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## Customer Reviews

My son had been coaching high school girlsâ™ basketball for several years when the opportunity to coach a college team was offered. So when the opportunity came to read *You Win in the Locker Room First: The 7 C's to Build a Winning Team in Business, Sports, and Life* by Mike Smith and Jon Gordon, I decided I would take it. I wanted to understand all I could about coaches and coaching successfully. Instead I found myself embracing the principles for myself. These 7 principles will work anywhere in life where one is willing to make the application. The book is co-authored by Mike Smith, former head coach of the Atlanta Falcons and Jon Gordon, a bestselling author and motivational speaker. The book bounces between the two "one offering his experience in the sports arena, the other applying the same wisdom to business and life. This book is easy to read, whether or not you coach or even have sports knowledge. I thoroughly enjoyed all Mike Smith shared, finding him to admit his mistakes humbly. His stories were inspirational and will be valuable to those coaching as he fully understands the dynamics of unity in a team. And yes, I did find myself texting quotes to my son as I wanted him to glean from every principle as he began his new journey. "As a leader, it is so important that your words equal your actions. You must do what you say and say what you do." (Mike Smith) "Culture drives expectations and beliefs. Expectations and beliefs drive behaviors. Behaviors drive habits. Habits drive the future." (Jon Gordon) "Every team has the same goals. So it's not your goals that will lead to your success but your commitment to the process, one game at a time, that will define your season.

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*Masterminds and Wingmen: Helping Our Boys Cope with Schoolyard Power, Locker-Room Tests, Girlfriends, and the New Rules of Boy World*  
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