

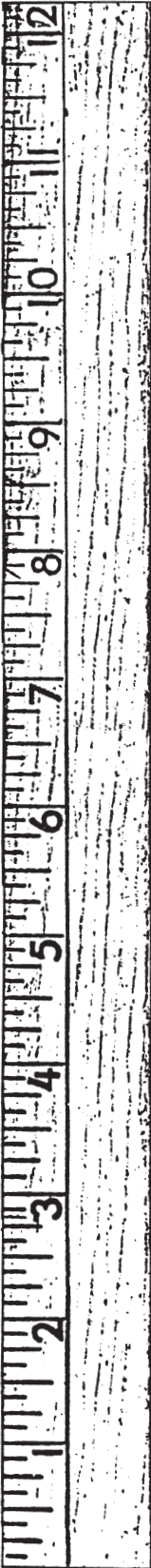
Golden Rules

Measuring Life by a Different Standard

Second Quarter 2017

John Calipari, the fabulously successful coach of the University of Kentucky basketball team has written a new book entitled *Success is the Only Option, the Art of Coaching Extreme Talent*. Many of his thoughts noted below provide terrific advice for those CEO's and high level business leaders who want to attract and motivate *Extreme Talent*. This quarterly issue of *Golden Rules* certainly illustrates our mantra of *Measuring Life by a Different Standard*.

- As the leader, you can model certain behaviors and aspects of your company culture, but you are not the prototype. In most cases, you are going to be older, more established, and, in some ways un-relatable to those under you.
- You have to learn to love the grind. Loving the grind and feeling fulfilled at the end of a hard day should be part of the culture that extreme talent embraces.
- Recognize how your industry is changing and adjust your recruiting accordingly. An applicant who may not have fit your specifications in the past may very well be a good match now.
- Talent attracts talent. The best want to be among their peers.
- How do you promote accountability in your workplace? You make sure you're accountable as a leader. You must show before you teach.
- How you start is how you finish. Teach your people from the beginning that they are responsible to each other and to their community.
- Be wary of early and easy success – the kind that comes to talented people just because they are blessed with more resources.
- Understand that building more skills can be a foreign concept to gifted people because they've always prevailed with the ones they already have.
- A reprimand or an aggressive correction must always be followed with an almost immediate opportunity for a person to redeem themselves.
- Don't ever assume that your people are seeing things the way you are. Human beings overestimate their abilities and minimize their failures. Happy people do not generally harp on their failures.
- Courage is essential. You must have people who are willing to take the lead at big moments, even if that means occasional failure.
- Encourage your employees to bond outside the workplace. It makes for healthier work relationships and a better work environment. It shows you care.



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