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Execute Like a Pro

Competitive Football Provides A Game Plan for Your Business Success

BY BILL SHREFFLER AND JACKIE SMITH

Football analogies are used in business all the time – winning and losing, carrying the ball, huddling with our team, taking a time out, and occasionally dropping back to punt.

What we have discovered is that beyond the jargon, there really is a rich vein of strategies and tactics in competitive football that, applied to the challenges of business, can be used to achieve consistent success.

As a leader, it is important to commit yourself to something. Once you commit yourself great things happen. What this is about is generating that same commitment from your team. Our approach is to give them the confidence, drive and game plan that come with really being on a team.



This program grew from a frustrating business situation when I was in the cable TV industry and had the challenge of organizing several newly acquired systems into a new region. We were given ambitious goals, a new team, and none of the information or tools needed to succeed. When my boss asked what I was going to do, my answer was that I was going to start a football team. It sounds funny, but that is when everything changed . . . in that instant it all came together.

My senior management team and I assigned team members – the quarterback was our general manager running the various operations across the state. The running back would be the head of marketing, whose goal was to move the ball and to grow the operations.

Our folks in the field who were doing the installations, service calls, maintenance and all those things were our ‘linemen.’ These people were impacting and touching our customers every single day because they were in the trenches. The wide receivers, to us, were in our customer care operations. They are the ones on the

phone talking to our customers. This then, was our team.

Our “special teams” coach was the VP of fiscal operations, handling accounting, budgeting and other business. Just like in football, your special teams can actually win the game for you at the end of the day.

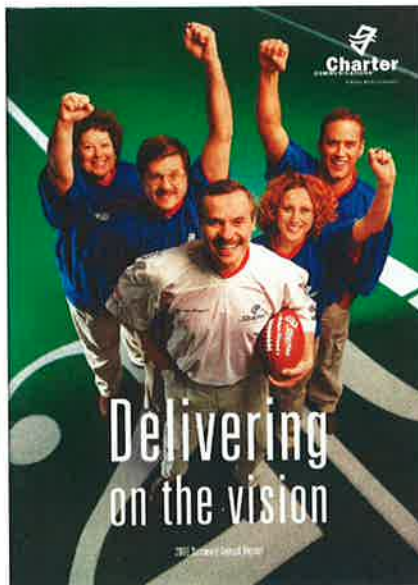
We were so organized that I gave my new team jerseys with their names on the back, told them what their position was, defined winning and drew up plays to beat our budget by 5%. Each player knew specifically what they were going to do, what we expected of them and what they needed to achieve.

When we launched the team, we removed all of the fear the

newly acquired teams had. Many had wondered if they would still have a job. They soon found out not only that they had a job, they had a key position on the team and they would help us win the year.

By the way, win we did. We were number one in the company on all key measures that first year and made the cover of the Annual Report.

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After several years' success with this approach, Bill Shreffler left the cable industry and in 2011 was joined by Hall of Fame football player Jackie Smith to form Championship Strategies, to bring this approach to other companies. Jackie has had an exemplary football career as a talented receiver, a punishing blocker, a fierce competitor and an excellent ball carrier, and has also built and been part of many successful businesses over his career.

Their proven, award-winning Training Camp program helps companies of all sizes set goals, then build teams and motivate them to beat the goals. To see how their fun and affordable program can help your business beat your goals and have a blast doing it, you can visit their website www.championstrategies.net, call Bill at 314-302-0782 or email him at bill@championstrategies.net.