

RVD  
1996

# COACH TO COACH

Business Lessons from  
the Locker Room



John Robinson

ĐẠI HỌC QUỐC GIA HÀ NỘI  
TRUNG TÂM THÔNG TIN THƯ VIỆN  
No AL-D4/161

**Pfeiffer**  
& COMPANY

Johannesburg • Oxford  
San Diego • Sydney • Toronto

GIFT OF  
THE ASIA FOUNDATION  
NOT FOR RE-SALE



---

# Contents

<b>ACKNOWLEDGMENTS</b>	<b>VII</b>
<b>EDITOR'S PREFACE</b>	<b>IX</b>
<b>AUTHOR'S PREFACE</b>	<b>XI</b>
<b>FOREWORD</b>	<b>XIII</b>
<b>INTRODUCTION: COACHES AND COACHING</b>	<b>1</b>
Mentors and Models	2
The Legacy	9
<b>PART ONE</b>	
<b>1: SEE IT BEFORE YOU DO IT</b>	<b>13</b>
Anyone Can Do It	13
Life Vision	14
Make-Something-Happen Vision	16
Rehearsal Vision	24
Summary	27
<b>2: YOU HAVE TO LOVE IT</b>	<b>29</b>
Love What You Do	29
Summary	39
<b>3: FOCUS ON THE PROCESS</b>	<b>41</b>
Process Vs. Goals	41
Learning to Try Hard	43
Build Confidence, Build Success	45
Physical Conditioning	46
Learning to Work With Others	49
Understanding the Mental Game	51



Beyond Winning and Losing	54
Summary	55

## **PART TWO**

### **4: DEVELOPING A WINNING ORGANIZATION 57**

My Image of Winning Teams	57
Everyone Has a Role	59
Developing and Handling the Star	62
Problem Performers	64
Team Ethic	65
Team Leadership	69
Summary	71

### **5: SELECTING YOUR TEAM 73**

Be Involved	73
Establish Criteria	75
Look for Talent!	77
Our Kind of Guy	81
Individual Commitment, Not Conformity	83
Summary	85

### **6: MAKING IT HAPPEN 87**

Phases of Growth	87
Building the Engine	88
Keeping It Running	89
The Team Ethic	91
Your Key Executives	92
Your Team	94
Summary	100

### **NOTES 101**

### **INDEX 103**