



March 28, 2008

Watco Team:

As I continue to discuss the “Lombardi Rules” that can help us all become better individuals and leaders, this week I will introduce rules 9 and 10. First though, here is a summary of rules 1 through 8:

RULE #1: Ask yourself tough questions.

RULE #2: Look the truth straight on.

RULE #3: Play to your strengths.

RULE #4: Write your character.

RULE #5: Think big picture.

RULE #6: Be committed.

RULE #7: Work harder than everybody else.

RULE #8: Be prepared to sacrifice.

RULE #9-Be mentally tough: According to Lombardi, toughness was a state of mind. "Hurt was in the mind" he told his players and those that failed to learn to play with pain didn't last long on the Packers. Lombardi also defined toughness as the ability to hold firm in the path to goal achievement in the face of pressure and stress. It meant being energized by adversity and forcing yourself to go to a new level of intensity when things got tough. Each time we raise the ante in defining our performance, we achieve a new level of normal performance which by definition is higher than the previous norm. How often do we force ourselves to a new level or do we just accept today, what was good enough yesterday. Do we buckle under the pressure or gain greater determination?

RULE #10: Balance humility and pride: All successful people and leaders have pride. They have a confidence in themselves and their abilities. But ego can also be destructive when it becomes selfish and arrogant. An unhealthy ego bloats with self importance and believes that all success is the result of the leader. In reality no leader can achieve results without others. Good leadership knows that there is very little you truly control and recognizes how much we must depend on others to achieve success. Great leaders balance humility with the pride necessary to have the drive to succeed. "Simplicity is a form of humility and simplicity is a sign of true greatness. Meekness is a sign of humility, and meekness is a sign of true strength."

Along with the eight previous rules, the application of being mentally tough and balancing humility and pride can help each of us achieve greatness. These rules can easily be practiced in our everyday lives because they will help us make better choices and improve daily. As we improve personally, we will improve professionally.

Thanks for all you do for our Customers, People and Company.

A handwritten signature in black ink, appearing to read 'Tom Starn'.