



July 4, 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 rule 24. Here is a summary of rules 20-23.

RULE #20-Act; don’t react.

RULE #21-Keep it simple.

RULE #22-Chase perfection.

RULE #23-Tailor your motivation.

RULE #24: Motivate by degrees: Lombardi understood that the season was long and to maintain positive momentum and commitment to their purpose, he had to motivate the players in a progressive fashion. This was especially true when he took over the team as it had finished the previous season with a record of 1-10-1. He recognized that taking a loser to a Super Bowl championship would not occur in one season. Talking about Championships would be too far in front and would be overwhelming and not motivating, even though this was his ultimate vision.

Lombardi understood that becoming a champion would be the last of a series of smaller victories beginning with the play of each individual player, on each play, throughout each game. He believed that winning often depended on just a few plays per game. Since no one knew which plays would decide each game, he expected his players to give 100% all the time. Winning had to be built on thousands of small victories over the entire season. In other words, people will be motivated to continuously improve when they realize their efforts are producing results.

Great leaders are patient but demanding. They are able to coach and teach their people to achieve small victories and they celebrate them publicly. How we interact with our people and build our relationship with our people is the most important task we have as managers and leaders. We must understand the present level of performance and achieve improvements in progressive steps on a path to achieving our ultimate vision and goals. We must make a sincere effort to motivate our people and team through recognition of their achievements. Not only must we motivate our team, but we must build their confidence and desire to win. This is how we, our Customers, People and Company, will win over the long term.

Thanks for all you do and have a safe and happy Independence Day!

A handwritten signature in black ink, appearing to read "T. D. ...".