

Beyond the Sidelines

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Description: Using the lessons learned and successes of a national championship football team is an innovative way to learn lessons of leadership. This presentation explores lessons learned from coaches, players, and other members of the athletic department as they improve their individual leadership skills, and their ability to work as a team.

Learning

Objectives:

Participants will learn how to:

- Assess the basic fundamentals of leadership such as honesty, integrity, ethics, and personal accountability;
- Design strategies for building positive relationships with team members and co-workers;
- Plan strategies for accentuating the positive aspects of team members and co-workers; and
- Create a powerful and meaningful vision for an organization or work team.

Biographical Profiles

Garee W. Earnest, Ph.D. and Beth Flynn, M.S.

Dr. Garee W. Earnest is a nationally renowned and highly requested trainer, facilitator, and consultant. Drawing on his more than 20 years of experience, he delivers high-energy, content-driven, experiential workshops that enhance personal, professional, and organizational development. Garee's unique approach for connecting with people includes a blend of humor, creative teaching techniques, and practical applications. Using his certifications in Myers-Briggs Type Indicator® and BarOn Emotional Quotient Inventory (EQ-i)®, and his training in leadership and management, Garee provides customized consulting, training, and facilitation to local, state, national, and international organizations.

Dr. Earnest provides programmatic leadership for the Ohio State University Leadership Center and holds the rank of Associate Professor. He received his Ph.D. in Extension Education from The Ohio State University, and his master's and bachelor's degrees in Agricultural Education from West Virginia University.

Recognition of his commitment to serving others includes the Excellence in Extension Award, James D. Utzinger Extension Teaching Award and the Outstanding Service to Students Award at Ohio State, as well as the Association of Leadership Educators' Distinguished Leadership and Service Award, and the Best Paper Award in the Organizational Behavior Track at the Third Biennial International Conference on Advances in Management on the national level. His professional memberships include the Association of Leadership Educators, the International Leadership Association, the Association for Psychological Type, Epsilon Sigma Phi, and the Ohio Extension Professionals Association.

Beth Flynn is an enthusiastic educator, facilitator, and trainer. With an emphasis on interactive learning, her researched-based programs focus on attitude, creativity, motivation and leadership styles. Beth's programs receive rave reviews, but the best compliment she receives is that organizations invite her back to conduct additional trainings.

As a member of the Ohio State University Leadership Center team, Beth draws upon her knowledge and experience to help organization's improve employees' performance. Beth holds a master's degree in Community and Human Resource Development from The Ohio State University in Columbus, Ohio and a bachelor's degree in Business Administration from the College of Mount St. Joseph in Cincinnati, Ohio.

Beth edits *Leadership Link*, which is a quarterly leadership publication, distributed to 2,300 community, educational and business professionals. She is also famous for her weekly e-mail message, *Leadership Moments* which is distributed globally to 1500 leaders.

Beyond the Sidelines

Garee W. Earnest, Ph. D. and Beth Flynn, M.S.
Ohio State University Leadership Center

Abstract:

Leadership lessons are better ingrained when a leader can see a real-life image. Using a football team as an analogy to leadership lessons learned is a unique method of increasing others leadership capacities.

Introduction:

When Jim Tressel was named coach on January 18, 2001, he became the 22nd head football coach at The Ohio State University. The Ohio State University football program is steeped in tradition, and Coach Jim Tressel acknowledged the responsibility he was undertaking in upholding these traditions. Coach Tressel's other goal was to help student athletes become contributing members of their communities. Coach Tressel immediately stated his mission for the team including building players' character, and enhancing classroom performance. Coach Jim Tressel believes leadership is striving for excellence both on and off the field.

Participants will learn how to:

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- Create a powerful and meaningful vision for an organization or work team.

Background:

There are many successful organizations around the world whose success others would say are due only to luck. This is similar to what other teams, coaches and the media were saying about The Ohio State Buckeyes in 2002. In Jim Tressel's first season at Ohio State in 2001, the Buckeye's compiled a record of seven wins and five losses. Following the success of the 2002 and 2003 Ohio State University football teams, the Ohio State University Leadership Center decided to collaborate with the Athletic Department to create a video about the many leadership lessons that today's and tomorrow's leaders can learn from Coach Jim Tressel and his football team.

How it Works:

Building a relationship with the athletic department was the first step in this process. The Athletic Director was doing a presentation in a leadership class, and upon learning this information, we sat in on the class and spoke with the Athletic Director at the conclusion of his speech. This positive discussion led to the Athletic Director requesting a written proposal. This proposal led us to a

relationship with the Assistant Director of Football Administration, who has been the liaison between the Leadership Center and the football program. At the same time while working with the videographers and scriptwriters in the Extension Department of Communications, a relationship was built with their counterparts in the football program to obtain football practice and game footage.

This video package matches leadership theories with lessons learned by The Ohio State University football program. We developed the following four concepts:

- *Fundamentals of Leadership* - Leadership begins within, and focuses on honesty, integrity, ethics, and personal accountability.
- *Relationships and Team Building* - Leadership is about building relationships with others, and knowing more about your teammates than just their job responsibilities.
- *Accentuating the Positive* - In organizations, it is very important that we focus on the strengths of our team members. Accentuating the positive is about knowing what each team member does best and focusing on building up these assets.
- *Focus on the Future* - The importance of not just knowing your vision but sticking to it when you are challenged or need direction.

Results to Date:

The video is currently in production with the script being finalized and last minute interviews being conducted. The release date of this leadership video package will coincide with the kick-off of football season in August. This video package will contain a 20-30 minute video, along with a leader's discussion guide, and other supporting materials.

Conclusions and Future Implications:

Collaboration is a wonderful way of creating new ideas and projects but takes time and a lot of work to develop the necessary relationships to accomplish a goal. The Ohio State University Leadership Center has formed a new alliance with a department that typically has their own goals and objectives. Although at times this has been tedious, and sometimes political, the relationships built have been well worth it.