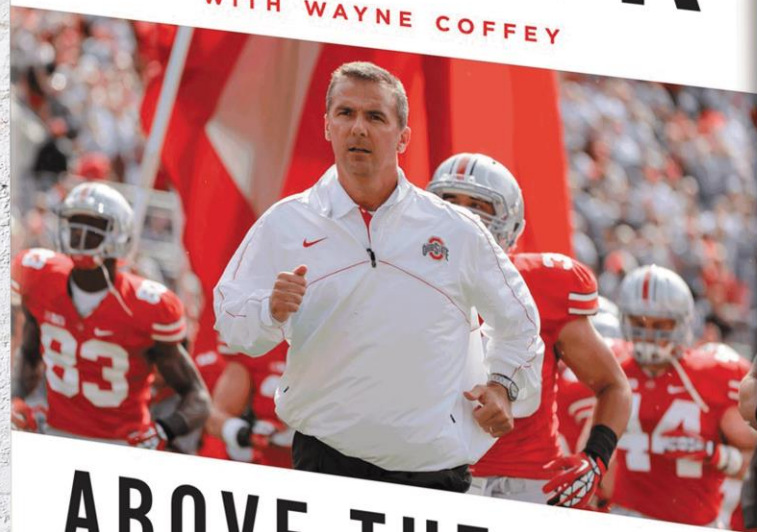


# URBAN MEYER

WITH WAYNE COFFEY



## ABOVE THE LINE

LESSONS IN LEADERSHIP AND LIFE  
FROM A CHAMPIONSHIP SEASON



# Above the Line



**LEADERS ARE THINKERS**

**4 – 6 SECONDS, POINT A - B**

**NINE UNITS STRONG**



# Leaders are Thinkers



## ABOVE VS BELOW THE LINE

- ABOVE: Intentional, On Purpose, Skillful
  - Getting and staying Above the Line is the foundation for success in anything you do. It does not come naturally. It must be taught and learned.
  - Leaders don't react. They see, they think, and then they respond.
- BELOW: Impulsive, On autopilot, Resistant
  - BCD: People below the line Blame, Complain, and Defend.
  - This way of thinking has never solved a problem.

## THINKING

- Invest time to think. Make it a priority. Leaders think deeply, originally, and often.
- Exceptional leaders think about common things in an uncommon way.
- Thinking about problems, challenges, new ways of doing things, and creativity is one of the hardest things you'll ever do. It also brings the finest results.
- Thinking means concentrating on one thing long enough to develop an idea about it, not learning other peoples ideas or memorizing a body of information.
- Teaching people what to think is one thing, but teaching people how to think is altogether different.

# 4 - 6 Seconds, Point A - B



## THE “R” FACTOR

- $E + R = O$  (Event + Response = Outcome)
  - It’s not what happens that matters. It’s how you respond.
  - Failure is not fatal, but the failure to change might be.
- 1st you win the battle in your mind. Next you win the battle in practice. Then (and only then) you win the battle in the game.

## THE GRIND

- Each play you go 4-6 seconds from point A-B: put your foot in the ground and you go as hard as you can go.
- We don't rise to the level of our hopes, but fall to the level of our training.
- Being elite is not about how talented you are, it's about how tough you are.
- Nobody wants hardship or adversity, but everybody gets it. When it happens, don't run from it. Learn from it.

## POWER OF BELIEF

- Belief creates a vision and strength of will. Most players say, “I can’t” or “I hope.” Players who believe say, “I will.”
- “I *will* do the work. I *will* do my job. I *will* make the play. No matter how difficult, no matter how big the challenge, I *will* do whatever it takes for as long as it takes.”
- Brick walls are there for a reason. Brick walls are not there to keep us out. Brick walls are there to give us a chance to show how badly we want something. Brick walls are there to stop people who don't want it badly enough.





# Nine Units Strong



## CREATING A CULTURE

- Leaders create culture. Culture drives behaviors. Behaviors produce results.
- If your habits don't reflect your dreams and goals, you can either change your habits or change your dreams and goals.
- Clarity of purpose, deep trust, high standards, consistent accountability, tools that empower. These are things that produce elite team performance.

## 10-80-10 PRINCIPLE

- 10% elite, 80% average, 10% defiant.
- The elite 10% is the nucleus and it is their job to bring the 80%'s into the nucleus. Harness their power.
- There is no more powerful force than a group of men who share an uncommon commitment to each other and to achieving their mission.

## STARTS WITH YOU

- You can't lead people to a place that you are not going to as well. If it isn't happening in you, it won't happen through you.
- Average leaders have quotes. Good leaders have a plan. Exceptional leaders have a system.
- A true leader is someone who is going someplace and taking people with him, a catalyst for elite performance who enables people to achieve things they wouldn't on their own.
- A leader is someone who earns trust, sets a clear standard, and then equips and inspires people to meet that standard.