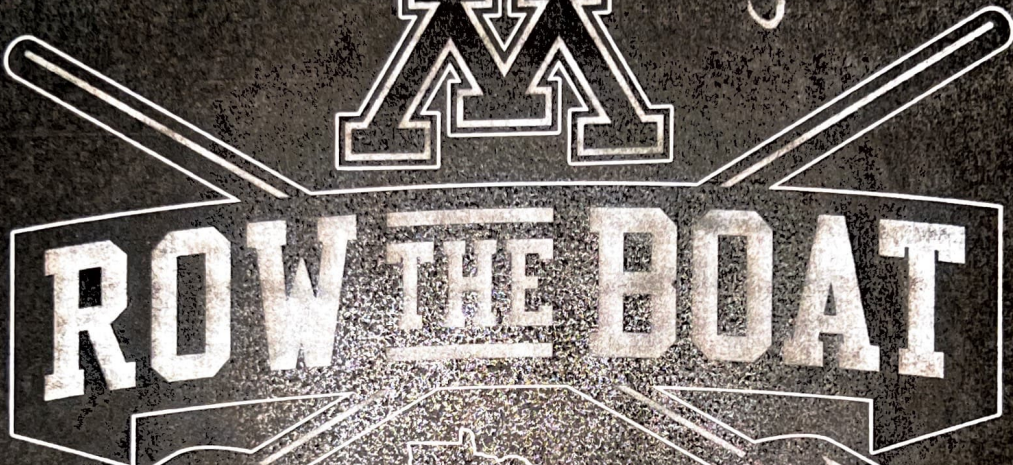


Gopher Talk

101

H.Y.P.R.R.

growth



RTB



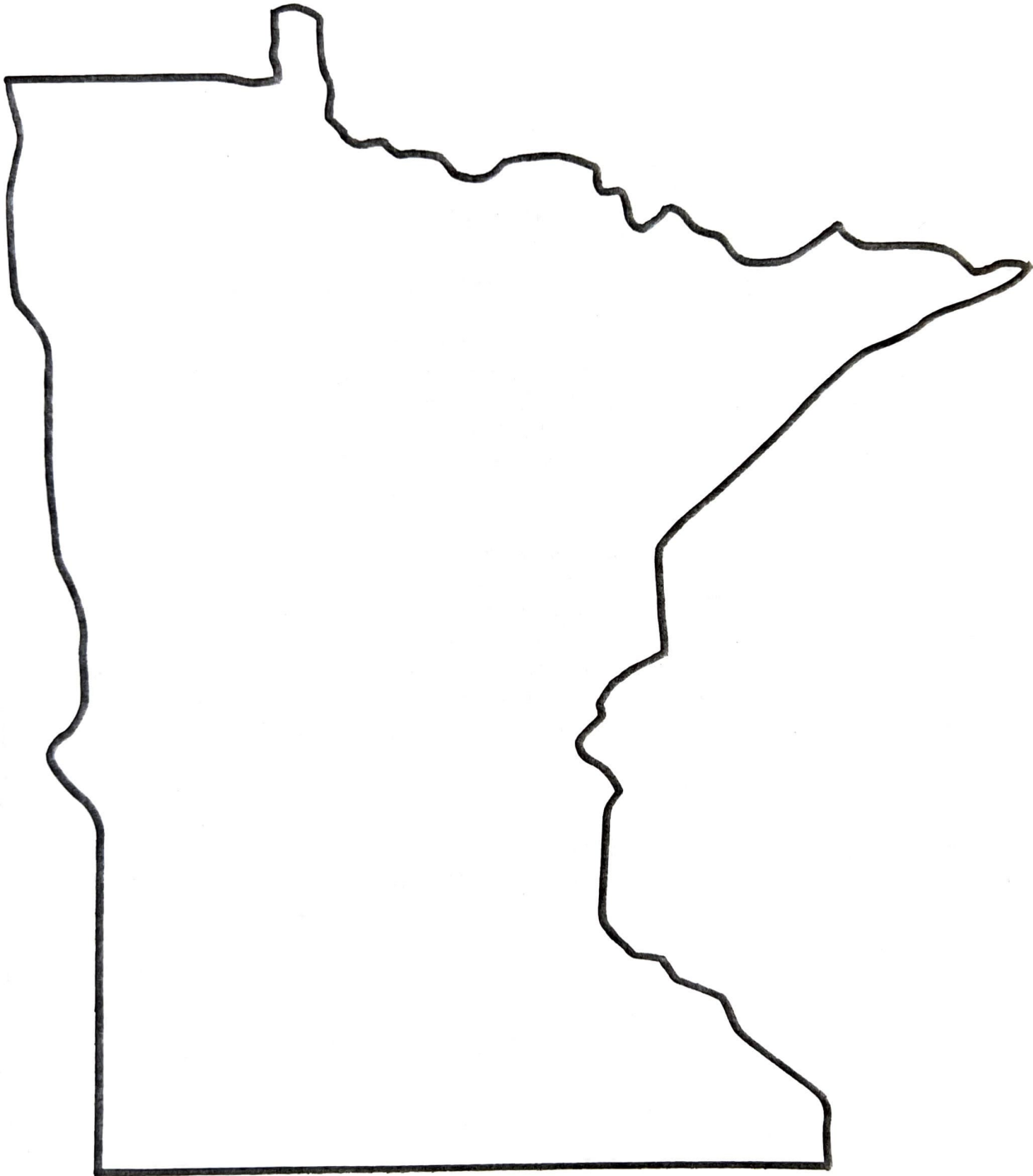
F.A.M.I.L.Y

Purposes

Front Office Sports



Row The Boat



GOPHER TALK



ROW THE BOAT

When rowing a boat, as in life, you are never sure where the future may take you. You aren't able to see your future; however, you can live in the present, learn from the past and just keep rowing. As you row, you are facing the opposite direction you are actually traveling, unsure what lies ahead. Possibilities of rocks, storms, rocky seas, waterfalls or even rainbows and sunshine may await you. No matter what obstacles or successes come your way, you have to ROW. As every row propels you forward, you continue to learn from those strokes while looking back at the past. Trust the process of life and that your OARS (Energy) will bring you through any storm.

Change what didn't work, improve what did work and anticipate what might still come your way! Think of the boat being filled with the people you are leading, sitting on each side of the boat, each responsible for an oar. To row most efficiently and effectively, the team must row with the same energy, enthusiasm, rhythm and power to get the boat moving in the direction of the compass. However, if one person is to stop rowing, the deficiency will have to be made up by another individual in the boat, forcing them to work twice as hard, and bringing the efficiency of the team down. If one entire side of the boat completely stops rowing, then the boat will travel in circles. You will never gain any ground and will remain in one spot.

Keep ROWING through challenging times, through times of joy, through times of doubt, KEEP ROWING. No one person has ever changed by doing the same things over and over. Keep your OARS in the water, Sacrifice for those in your BOAT, and trust your COMPASS. You have what it takes, RTB.



GOPHER TALK



ROW THE BOAT

Row The Boat = "Never Give Up" Mantra

Row The Boat is Made Up of 3 Components:

1. The Oars

- a. The ENERGY you bring to your life! They are the symbol of strength. Just as they propel a boat forward, they help move you through everyday life

2. The Boat

- a. The SACRIFICE. What are you willing to give up for something you never have had? The more you SACRIFICE or love, the stronger your boat will become. (Give and Serve)

3. The Compass

- a. The DIRECTION. This is set by the people you surround yourself with. The direction is set by the leader. The leader of your family, the leader of your team, or the leader of your organization. Where is the bow of your boat pointed? Who has influenced you to set the path in that direction? Who is your inner circle?



CONTENTS



DEFINITIONS

- 1. *Energy* - Force & Energy
- 2. *Attitude* - A mental, through Attitude and Control
- 3. *Energy* - Force & Energy
- 4. *Energy* - Force & Energy
- 5. *Energy* - Force & Energy
- 6. *Energy* - Force & Energy
- 7. *Energy* - Force & Energy
- 8. *Energy* - Force & Energy
- 9. *Energy* - Force & Energy
- 10. *Energy* - Force & Energy



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DEFINITIONS

Attitude – Directed Energy

Belief – Without A Doubt Through Attitude and Confidence

Change – Truthful Listening

Character – The “REAL” You

Checkers Piece – One Dimensional

Chemis“Tree” – Constant Change at the Root of the Family

Chess Piece – Multiple Values

Commission – Flat Out Lie

Confidence – Result of Preparation



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DEFINITIONS

Determined – Commitment Without Exception

Doers – Find Solutions

Elite- Uncommon; Superior How

Failing – gROWth

Failure – Quit

Faith – Belief In the Unseen

Farmers Alliance – gROWing Elite Corn

Happiness – Circumstance Dictates Your Behavior (Comes and Goes)

Heart Work – Hard Work + Purpose, Pride & Passion

Hope – Expectation of a Result Through Faith

How- Unconquerable WILL (Nekton Mentality)

Humility – Didn't Get Here Alone



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DEFINITIONS

Hungry Dog – Dangerous Dog (Steak)

Insanity – Doing the Same Thing Over and Over and Expecting Different Results

Integrity – Don't Ask Someone To Do Something You Wouldn't Do Yourself

Joy – Perspective of Circumstance; Circumstance Does NOT Dictate Your Behavior

Leadership – Influencing Others Through Serving and Giving

Maturity – When Doing What You HAVE to Do Becomes Doing What You WANT to Do

Nekton – Always Attacking, Never Full

Omission – Part of the Truth

Prefontaine Pace – Urgent/Sudden with Purpose

Pressure – Factors You Can Control



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DEFINITIONS

Relentless – Refuse to Lose

Reputation – How Others Perceive You

Responsibility – Accountable For Your Actions = MAN

Strategy – Ability to Look Around the Corner

Stress – Factors You Can't Control

Types of People – Bad/Average/Good/Excellent/Elite

Success – The Peace of Mind You Get From Knowing You Did Everything You Could to Become The Best You Can Be...As Long As You Change Your Best

Toughness – Mindset to Change and Grow

Trust – Do What You're Supposed to Do When You're Supposed to Do It; 100% Honesty

Try – Accepting Failure



GOPHER TALK



"A Man Distracted by..."

"The Pain of Disruption..."

"Never Let..."

"Take Him To..."

"You Know, The..."

"You Control..."

"Let The Other..."

"You Learn A..."

"Now You's Can..."

GOPHER TALK



QUOTES

“A Man Distracted Is A Man Defeated”

“The Pain of Discipline VS. The Pain of Regret”

“Never Let Circumstance Dictate Your Behavior”

“Take Him To Court”

“You Know The Escape, There’s Always an Escape”

“You Control Yourself, You Control Your Opponent”

“Let The Other Guy Get Tired”

“You Learn A Lot Of Things On The Way To 500”

“Now You’s Can’t Leave/Remember Me”



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QUOTES

“Motivate, Communicate, Stimulate”

“Elite In, Elite Out”

“Change Your Best”

“No Such Thing As Physical Toughness”

“Your HOW Creates Your WHO”

“Take The Fight Out of Your Face”

“Your Body Language Says Who You Are”

“Trained Behavior Becomes Instinct”

“If You’re Juiceless, You’re Useless”

“If You’re Juicy, You’re Useful”



GOPHER TALK



QUOTES

“Never Sacrifice What You Really Want Down The Road for What You Want Right Now”

“The Person Who Says They Can And The Person Who Says They Can’t Are Both Right. Which One Are You?”

“Haters Are Like Crickets, They Chirp All Day but When You Walk By Them, They Shut Up”

“The Person Who Broke You Can’t Be The One Who Fixes You”

“97% Of The People Who Quit Too Soon Are Employed By The 3% Who Never Gave Up”



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QUOTES

“On Bad Teams, No One Leads. On Average Teams, Coaches Lead. On ELITE Teams, Players Lead”

“One Million People Die Each Week – You Weren’t One of Them”

“Roof Over Your Head – Better Off Than 73% of The World”

“If You Have \$15 In Your Pocket – Top 8% Wealthiest In The World”

“25% Of The People You Meet Won’t Like You”



Front Office Sports

Acronyms

GOPHER TALK



ACRONYMS

F.E.A.R. – False Evidence Appearing Real

S.L.A.N.T. – Sit Up, Listen, Ask Questions, Nod, Track Speaker

H.E.'S. HERE – Hydrate, Eat, Sleep

N.O. – Next Opportunity

F.A.I.L. – First Attempt In Learning

E.N.D. – Effort Never Dies

R.T.B. – Responsibility, Trust, Belief. Row The Boat



GOPHER TALK



ACRONYMS

F.A.M.I.L.Y. – Forget About Me, I Love You

W.T.F. – Worst to First

A.D.S. – Ain't Done Shit

P.P.P. – Process, Pressure, Performance

F.F.F. – Fuel, Fierce, Finish

S.F./A.M./F.S. – Start Fast, Accelerate Middle, Finish Strong



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ACRONYMS

F.I.S.T. – Family Invested Same Time “Keep it Tight”

R.E.A.L. – Remarkable Effort Applied to Life

T.H.I.N.K. – Is It: Truthful, Helpful, Inspirational, Necessary,
Kind

W.A.S. – What’s At Stake

H.Y.P.R.R. – How/Yours/Process/Result/Response



GOPHERS



UNIVERSITY OF MICHIGAN

PRE

MEM

FAMILY

MEM

MEM

Change the way



GOPHER TALK



PURPOSE DRIVEN CULTURE THROUGH PROCESS

WHO

F.A.M.I.L.Y.

WHAT

Row The Boat

WHERE

Success

WHEN

NOW
Change Your Best

WHY

R.T.B

HOW

Nekton Mentality



GOP

Qualities of

Quality of

Quality of

Quality of

1. Inward

2. Outward

GOPHER TALK



LEADERSHIP

Qualities of a Leader

Qualities (possess) VS. Demands (willingness)

Quality = Focus

"Elite Leadership Breeds Other Leaders"

1. Inward

- a. Rainhood/Tunnel
- b. Body Language
 - i. Scoreboard
- c. What Isn't

2. Outward

- a. Observant
- b. Eyes up...Half Full (Always)
- c. Free Thinking



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LEADERSHIP

Demands of a Leader:

- **Command**
 - Clarity Breeds Energy, \$, Resources, Idea
- **Coach**
 - Teach What You Want With Clarity
- **Confident**
 - Charisma/Believability, You Are Public Property Now
- **Choices**
 - Make Decisions (Buck Stops Here – No Regrets)
- **Choose**
 - Have A Successor
- **Contagious Energy**
 - Words....
- **Constant Integrity**
 - Never Ask Someone To Do Something You Wouldn't Do Yourself
- **Contingency Plan**
 - Firetruck And The Cat



GOPHER TALK



LEADERSHIP

Two Words To Understand As a Leader:

- 1. Still = Doubt**
- 2. Enemies are HEALTHY**



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LEADERSHIP

Four Questions to Ask Yourself As a Leader:

- 1. Who's Glad?**
- 2. How Glad?**
- 3. Who's Mad?**
- 4. How Mad?**



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LEADERSHIP

Two Phrases A Leader Doesn't Want To Hear:

- 1. If Only...**
- 2. Surprise...!!!**



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LEADERSHIP

Why People Leave A Leader:

- **No Energy – No Vision**
- **No Respect**
- **Not Allowed To Make A Difference**
- **Not Being Listened To**
- **No Reward For Their Work/Responsibility**
- **Low Pay**



Front Office Sports



Ski U Mah
North Star



GOPHER TALK



Ski-U-Mah

This famous Minnesota phrase, pronounced SKY-YOU-MAH, dates back to 1884 when two Minnesota rugby players, John W. Adams and Win Sargent, wanted to think of a fitting team yell. Years earlier, Adams heard a young Native American boy yell "Ski-oo!" after a victorious canoe race on Lake Pepin (in southeastern Minnesota).

Adams and Sargent added "Mah" to represent the University of Minnesota. The phrase is now used to proclaim Victory for Minnesota.

North Star State

Minnesota's state motto is a French phrase, L'Étoile du Nord, which means Star of the North. As a result, Minnesota is commonly called "The North Star State." The North Star is famous for holding nearly still in the sky while the entire northern sky moves around it. Because of this distinct feature, the North Star has been used for centuries as a natural compass to determine direction.