

## Lou Holtz

### Goal Setting

In 1966 Lou Holtz took a job with Marvin Bass at the University of South Carolina. His wife was pregnant with their third child. They spent all their money to move to South Carolina and bought a house. One month after he arrived, Bass resigned and went to the Canadian Football League. At the age of 28, Lou Holtz was unemployed, broke and with a wife expecting their third child. He said that was the lowest he had ever been in his life. He would later say that was the lowest he ever was in his life. His wife didn't complain, but bought him a book on goal setting. The author of the book said that if you don't have the get-up-and-go attitude, it was because you don't have any goals. He further said for your goals to be accurate, you must write them down. So he began writing them down. The more he wrote he said the more excited he got. He wrote: He wanted to have dinner at the White House, he wanted to be on the Tonight's Show, he wanted to meet the Pope, he wanted to go to all the continents, he wanted to make a hole-in-one, he wanted to be Coach of the Year, he wanted to win the national championship, he wanted to coach at Norte Dame and before long he said he had written down a 107. He said he was so proud that he showed his wife and said, "Honey we are going to do all these things". She said, "Gee that's nice, but why don't you add get a job on the list." So he did and made it 108 goals. He said because of this his whole life changed. In his career, he accomplished most of his goals.

<http://www.youtube.com/watch?v=7mdvYyixoAQ>

## Who Moved My Cheese

### Spencer Johnson, M.D.

We lose Motivation because of three main reasons: Lack of confidence, becoming complacent and needing direction and focus. In Spencer Johnson's book, *Who Moved My Cheese*, these three reasons are exemplified through a fable using four characters, Sniff and Scurry, two mice and Hem and Haw, two little people the size of Sniff and Scurry in the face of change. They are working in life trying to find cheese in a maze. They find the cheese at Cheese Station C. Cheese represents everything in life that makes you happy. At first they all hurried to work at the Cheese Station. As time went on, Hem and Haw got lack and went to work later and later. One day they arrived and there was not Cheese. Sniff and Scurry accepted the fact and moved on to find other cheese. Hem and Haw had taken everything for granted and couldn't believe the cheese was gone. They thought they had it made with enough cheese to last forever. They had not been paying attention to what was going on around them. Hem began yelling, "it's not fair. **Who Moved My Cheese.**" They just thought it was a mistake and it would be back the next day, but it wasn't. Haw decided it was time to move on but Hem said it's

too dangerous out there. Haw tried to convince him to go, but Hem said he was too old and was afraid of getting lost. Hem's argument brought Haw's fears back. They thought maybe it was behind the way so they brought tools to break through the wall. They worked really hard just to find out it wasn't there. Haw then realized that if you do the same thing over and over you can't expect different results, so he regained his confidence and decided to leave. He also realized that he had become complacent and not paid any attention to what was going on around him. He now realized that mold had been growing on the cheese and it had becoming smaller all along. As he moved through the tunnels looking for cheese, he found small amounts that kept him sustained. He began feeling better and better and realized that his fear was what was keeping him back. But now he had regained his confidence. Haw realized he had been captive of his own fears and moving in a new direction had freed him. He now had focus on his goal – to find a new Cheese Station. Haw even returned to get Hem, taking him samples of new cheeses he had found, but Hem refused to even try it. He said it wasn't what he was used to eating and he wanted his old cheese back. Haw couldn't believe what he was hearing and left. However, he was still concerned about Hem and left crumbs of cheese and writings on the wall along the way hoping Hem would follow. One writing Haw left was, "when you see that you can find and enjoy new cheese, you change course." He was now focused and eventually found the motherlode of cheese.

Johnson, Spencer 2002. *Who Moved My Cheese*. G. P. Putnams & Sons. New York, New York

## Fred Smith

### Federal Express

In 1965, Yale University undergraduate Frederick W. Smith wrote a term paper about the passenger route systems used by most airfreight shippers, which he viewed as economically inadequate. Smith wrote of the need for shippers to have a system designed specifically for airfreight that could accommodate time-sensitive shipments such as medicines, computer parts and electronics.

In August of 1971 following a stint in the military, Smith bought controlling interest in Arkansas Aviation Sales, located in Little Rock, Ark. While operating his new firm, Smith identified the tremendous difficulty in getting packages and other airfreight delivered within one to two days. This dilemma motivated him to do the necessary research for resolving the inefficient distribution system. Thus, the idea for Federal Express was born: a company that revolutionized global business practices and now defines speed and reliability.

The young entrepreneur raised \$80 million to launch Federal Express, informally known as FedEx. The delivery service began modestly with small packages and documents. On

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the first night of operations, a fleet of 14 jets took off with 186 packages. In the first two years, the venture lost \$27 million. In a short time, the company was on the verge of bankruptcy. It appeared that Smith had lost all of his investors' money, including the capital of his own brothers and sisters. But Smith succeeded in renegotiating his bank loans and was able to keep the company afloat. The rest is certainly history.

## Rudy

The movie Rudy was inspired by Rudy Ruettiger's. It is a story of someone who set a goal, quitting just before realizing his goal. He wanted to be a Notre Dame football player and be able to run out of the tunnel, so his coal mining father could see him. Unfortunately, he wasn't a good student; he was small and not a very good athlete. After many attempts he was accepted into Notre Dame. He did everything he could to try out for the team. He started as a grounds keeper later getting the chance to walk on. He essentially became a tackling dummy for the team. Regardless how much he was hurting, he always came back for more, even to the extent that the good players told him to stop because he was making them all look bad. The team is only allowed to dress a certain number for each game. When he found out he didn't make the dress list for the very last game of his career, he quit. His teammates understood his situation and one by one, each team member turned in his jersey to not play. He still wouldn't return to the team until his mentor that worked for the team had a talk with him and told him that if he didn't return, he would regret it until the day he died. Rudy did return, but had not played at all. To be recorded as a team member, you have to play at least one play. It started with a single player chanting "Rudy", then the entire team and then the fans in the stadium. The coach still wasn't going to let him play, but decided to let him play the very last play of the game. The quarterback was instructed to fall on the ball to end the game, but instead he called a play for Rudy. Rudy made a tremendous play to end the game. The team carried Rudy off on their shoulders – the only player in Notre Dame history. Classic case of finishing what you start. Great you-tube video available.