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COACH LOU HOLTZ
— presents his —
"Game Plan for Success"
at Jump Start 2014

Challenging his audience "to be significant, not just successful," legendary college football coach and current ESPN analyst Lou Holtz laid out his "game plan for success" during a rousing keynote address at SMC³'s annual Jump Start conference in Atlanta.

The former William & Mary, North Carolina State, Arkansas, Minnesota, South Carolina and Notre Dame head coach began by detailing his recommended leadership qualities for frontrunners of the nation's motor freight industry. Holtz listed providing vision, having a plan, leading by example, demanding accountability and establishing core values among those top qualities.

Holtz recalled countless stories from his hall of fame career, illustrating his beliefs on dealing with people and getting the maximum from their efforts. He told stories about attitude, passion, perseverance, sacrifice, focus, obligation, purpose and meaningful relationships. "Never attack the performer, only the performance. You can't succeed when no one believes in you if you don't believe in yourself," Holtz said.

Amidst sayings like these, he admitted that while coaching he had just two mandates – "to graduate his players and to win." He thusly compared those to the two directives for most modern supply chain entrepreneurs – "to satisfy customers and make a profit."

Describing the tug-of-war that takes place when people (or teams) don't work together, he advised them to "need each other" and honor obligations and commitments to their fellow carriers, shippers, and logistic providers, as well as their customers. "You can't have a weak link. Teamwork is critical. Embrace change and make profits," he stated.

The author of nine books since his coaching retirement in 2004 (with an overall collegiate record of 249-132-7), he concluded with a list of his "only three rules for success," including (1) "do the right thing, (2) do everything to the best of your ability, and (3) show people you care."