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## Spring 2014

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(excerpt from *Change is Good*)
- You Get What You Give



TLS website: [www.tls-T3.com](http://www.tls-T3.com)

### What Others Say:

*"Kevin, I want to express my deep thanks to you for our coaching sessions. You made each meeting such a bright spot in my week for its challenges and its many rewards. Words cannot begin to express the change I feel inside and how thankful I am to you for that change. Your true gift of understanding and listening is so appreciated. I am so grateful to the leadership at my company for the gift of getting to know and learn from you. I will carry your lessons with me forever, along with the memory of your kindness. Thank you Kevin!"*

### Winning Tools/Strategies, by Kevin Lane Turner

(excerpt from Kevin's new book *Change is Good*)

Coach Vince Lombardi led the Green Bay Packers from 1959 to 1967. As head coach of the Packers he had a winning percentage of .758. Today the National Football League's super bowl trophy bears his name. Lombardi was one of the greatest coaches of all-time.

Another great coach, Tom Landry, coached the Dallas Cowboys for 29 years. During his tenure the Cowboys record was 271-180-6, and they won two Super Bowls. Though polar opposites in their style and approach to coaching, both Lombardi and Landry were winners. Forgotten is the fact that these two great coaches played and worked together (with the New York Giants in the 1950's) for six years.

I vividly remember the Ice Bowl NFL Championship game between the Green Bay Packers and the Dallas Cowboys in 1967. Frankly, the Packers did not play that great of a game. Weather conditions with a wind chill factor of 70 degrees *below* zero and an average temperature of 13 degrees had something to do with that, I'm sure. However, Lombardi's teams always seemed to find a way to win. It was in that same spirit that his team, yet again, pulled out a victory, with the last play of the game on a blistering cold day.

Coach Lombardi took a losing team in 1959 and instilled discipline, self-respect and confidence. The results of this coaching model were reflected throughout the 60's as the Green Bay Packers won five championships and two Super Bowls in that decade.

For his final game as coach of the Green Bay Packers, Super Bowl II against the Oakland Raiders in 1968, Lombardi's team won with only *ten plays*: five offensive plays and five defensive plays. That was part of the magic of his system – simplicity. The offense ran the same plays over and over again, regardless of the defensive alignments. Success depended on *execution*, not complexity.

#### Simplicity and Execution

Success and winning often come through *simplicity* and *execution*. Many people wrongly assume that complexity holds some sort of magical key to success that only a few possess. Nothing could be further from the truth. No matter whether it is a new discovery or a new achievement, simplicity and execution are usually at the core of accomplishment.

Effective tools should not be complex. The power of effective tools and strategies is accomplished with their habitual application through training-over-time. Mental telepathy or osmosis will not change a person or team's thinking and performance. Successful change depends on the constant and consistent execution of effective, specifically designed tools and strategies applied to daily experiences.

The training-over-time model of performance development consistently produces successful results because it reinforces the execution or implementation of specific behavioral and attitudinal tools and skills over time. In other words, as both Coach Lombardi and Coach Landry would agree, winning is dependent upon practicing and then executing the right plays or tools.

Effective, long-term performance change for individuals, teams and entire organizations requires *repetition, practice* and *execution* of the **correct tools** and **strategies**. Training-over-time is the most cost effective training model through which to secure the needed results. Traditional training models such as seminars, lectures and even some forms of coaching, when added together over a two to three year period, fall short of expectations because they lack the two elements required for genuine habit and performance change: training-over-time and substantive tools/strategies to execute the needed changes. In addition to that, the costs of these other underperforming training models, when compared over that same two to three year time frame, far exceeds the total outlay of funds for effective training-over-time development models.

#### The Skills and Tools

Coach Lombardi's strategy hinged on two fundamental techniques:

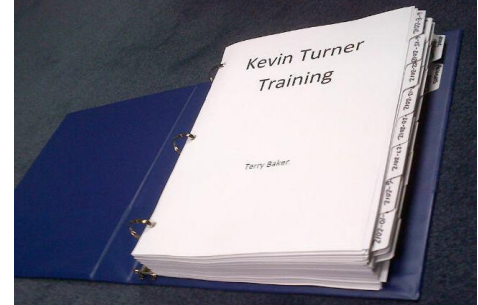
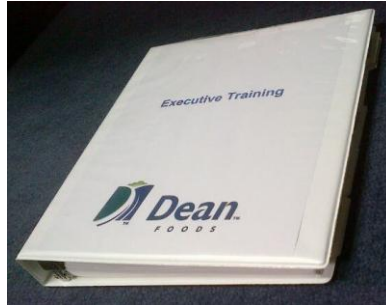
1. Training-over-time (consistent practice), which produces consistent execution, and
2. Keeping things simple. Using simple, but effective tools (plays). Five for offense and five for defense.

These two techniques together produce effective, productive teams and leaders.

## You Get What You Give

With our TLS Executive Developing-Training system, one phrase we often hear is, “*You get out of this coaching-training what you put into it.*” This phrase was never more true than with a recent trainee from one of our client organizations. As is often the case with our coaching-training process, this trainee experienced significant, long-term changes in both his professional *and* personal life for years to come. Another adage states, “*A picture is worth a thousand words.*” As you can see from the photos below, the above referenced trainee put **a lot** of effort into his training resulting in some significant results and change in both his life and career.

The photo to the **left** is the 3” notebook from Kevin’s 8-Week Leadership Development course taught at SMU’s Cox School of Business. The 1” notebook in the **middle** is a typical executive trainee notebook compiled by a trainee during their training process with one of our client organizations. And as great as the middle notebook is, it is easily trumped by the notebook on the **right**. The 2 ½” notebook on the right was compiled by the above referenced trainee as he recently went through our coaching-training process. As you can see, because of his hard work, he’s experiencing positive change on a level that few ever experience in a lifetime.



### Quote for the Day:

“With just 10% to 40% of training ever used on the job, it is clear that a big chunk of the tens of billions of dollars organizations spend annually on staff development is going down the drain.

Chalk some of it up to human nature; Training involves **change**, and change creates anxiety that people seek to avoid. In other cases, old **habits** can break down even the strongest resolve to use newly acquired skills and knowledge. So, if organizations want their training and development programs to yield better results, they need to create a workplace environment that actively **encourages** people to change. Simple activities such as having trainees write down how they plan to use their new skills significantly increases the amount of learning transferred to the workplace.” Harry Martin, The Wall Street Journal

**TLS has one of the highest ROIs in the executive development industry because our proprietary tools and systems make a huge difference.**

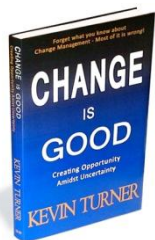
### Business Owners and CEOs Count on Mentors

“Business coaching-mentoring is a multimillion-dollar industry. Having someone to contact for brainstorming and business advice is extremely important. At the end of the day, it’s good to have someone you can bounce ideas off of. Link up with someone you’re comfortable with and trust because you’re often sharing private information.” Ken Yancey, CEO  
Kevin has a 30+ year reputation of preserving client confidentialities.

“When hiring a business coach, seek an advisor who has past business experience, not just someone who is trained in coaching or counseling.” Glenn Kaplus, Professor Babson College

Kevin successfully started and grew 3 companies, selling his first (an aviation start-up) for a handsome return. For the past 15 years, TLS is his third.

“There are many people who hang a shingle out as being a leadership coach and have limited experience in leadership roles. So, do your due diligence like any other business decision.” Sanford Ehrlich, Executive Director, Entrepreneurial Management Ctr., San Diego State University  
Kevin successfully held an executive management role (with 18 direct reports) as the youngest among his peers in one of the nation’s largest organizations.



Kevin’s new book, *Change is Good*  
Order today!

### Tip of the Day

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“Invest in people, because you can’t be there every minute of every day. Incentivize your managers in a way that will cause them to think like you – the owner-CEO.”

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Keith Albright,  
COO, Paciugo Inc.

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Turnarounds

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