



Motivating the Benchwarmers

I knew my father (Bobby Bowden, the winningest coach in college football) was going to be a great football coach twenty-five years ago. We were sitting around the Thanksgiving table and he said, "I'm so disappointed that I don't have any grandsons that I've created a trust and I've put \$100,000 in that trust and I'm going to put that trust in the name of the first one of my children that provides me with a grandson." Then he said, "Let's bow for a word of prayer"...and when he looked up..... we were all gone. Now that's **motivation!**

You don't need to motivate that top salesman any more than you do the star running back. Those guys were born to win. If you want to build a winner then you better find a way to inspire the back up lineman, the walk-on, and the guy who never gets off the bench. Those are the guys who are ultimately going to get you over the top. I call it the **But For Rule**. Getting each and every person in the organization to believe that **but for** their effort, **but for** their ability, **but for** their very job, we can not be successful.