

"If you're going to lead, you need to make goals. And those goals can't come from the top down; they've got to come from the people who are responsible for achieving them. Your job is to help them get there, and remind them every day what their goals are, and what they have to do to make their dreams come true. Sorry, but showing them a slide once a year about what you think their goals should be just doesn't cut it, and it never will. Their goals have to come from them, and those goals have got to be in their bones. Trust your people with that crucial responsibility, and they will never disappoint you. Far from it, they will almost always set the goals higher than you would have ever dared – and then they are the ones who are accountable for their goals!"

Bo Schembechler
Former Michigan Football Coach

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