



From the desk of David Simpson

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“Winning is a habit. So is losing.”

- Vince Lombardi (June, 1913 – September, 1970) NFL head coach

What superlatives can be said of Vince Lombardi that have not already been said? Lombardi is considered by many to be the greatest coach in professional football history and is, most significantly, recognized as one of the greatest coaches and leaders in the history of any sport. So when Lombardi talks, it might well behoove all of us to listen!

For proof of the above quote, Lombardi took the washed up Green Bay Packers and turned them into one of the winningest NFL teams of the 1960's. His final overall record was 105 wins, 35 losses and 6 ties. Incredible!

If you are wondering how losing is a habit, just ask Lori Kane, a now retired professional Canadian golfer. She was very well known for finishing second constantly. When asked when Kane was going to win, Dave MacNeil, her former high school basketball coach, who advised her on the mental aspects of her golf game, said: *“Lori will win when the pain of coming in second becomes greater than the pain of coming in first.”*

In the end, there are legions of people who are morbidly afraid of winning. They cannot wait to “sound the bugle and advance to the rear,” as it were.

Winning in business is a habit too – as is losing. So, when hiring for key roles, it might be best to ensure the candidate has overcome their fear of winning!

Born exactly 106 years ago this month, we could all do well to emulate Vince Lombardi's amazing success and winning record!

David