



LEADERCAST

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MACK BROWN

Executive Summary

An Interview with John Maxwell

JM: You went to the Middle East with some other coaches to see our military. Was there something that you learned specifically from that trip?

MB: While I was over there, I asked the general several questions. I asked the general, “Do you teach leadership or let it happen?” He said we teach it every day. I then asked him, “Do you agree with President Bush’s decision to go to war? Do you agree with how President Obama is handling the war?” He said, “That’s not my job. My job is to do what I’m told.” I learned our military is strong and proud. We should really appreciate them and their families.

JM: Everyone at Leadercast is a leader and leaders recruit people. You’re a great recruiter (with 9 seasons of 10+ wins). What do you look for in a young man to recruit to be on the University of Texas football team?

MB: We have to find someone who is good enough. We call this type of guy a “five-play guy.” We need to be able to tell he is a great player in five plays. They have to have good character. They need to have a 3.0 GPA. This shows that they have been disciplined. We want a guy on a winning team. The winners want to win. We want them from good high school programs, to be leaders on their teams, and to come from solid families at home. You have to evaluate, make a decision, and have great public relations.

JM: Winning is extremely important, but it is not everything. What is your purpose for coaching? What are the factors that have contributed to your success as a football coach?

MB: You have to win or you can’t continue to do what you do. That is true in any arena. Winning is important for the University of Texas – there is the business part of it. As far as the guys, we want the guys to have a better life because of Texas football than they would have had otherwise. After they won the national championship, I told them, “Take care of yourself tonight because you are more visible than ever before.” And I told them, “Let’s not let this be the most important thing that happens in our lives.” Use this to be a better husband, father, and to have greater impact in the community.

JM: You’ve had so many great years, but last year wasn’t your best year. At Leadercast, there are people whose last year wasn’t their best year either. What did you learn from it? How did you cope with it?

MB: I didn't handle it very well. After Colt McCoy got hurt in the national championship game against Alabama, I started to feel sorry for myself. I started to think, "Even if we don't have the best season, we're going to at least win 10." Well, last year we won five games. You had better reinvent yourself every year. You better create an edge every day. When we started to lose our edge a little bit, people started playing better against us. We lost who we were. We've made some changes. Your worst day can have your most positive result. Now we are back to work.

ACTION ITEMS:

- ❖ As a leader, recruitment is very important. Identify the common characteristics of your most successful team members. Make a list of the qualities you will look for in future team members. Don't compromise!
- ❖ If last year wasn't your best year, what can you learn from it? Discuss with your team: how can we get our edge back?