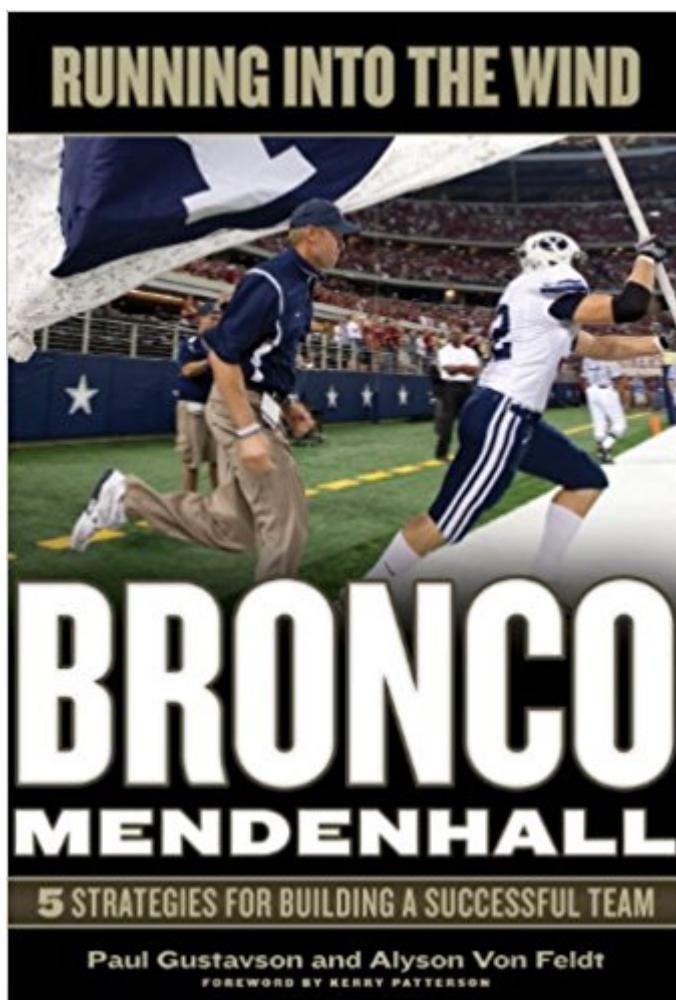


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# Running Into The Wind: Bronco Mendenhall--5 Strategies For Building A Successful Team



## Synopsis

There is no other collegiate football program in the world like the one found at Brigham Young University. None. Certainly that has much to do with the fact that the school is the largest religious university in the United States, owned and operated by The Church of Jesus Christ of Latter-day Saints. But perhaps there is an even more unique differentiator - a head football coach who is unwavering in his unorthodox style of mentoring, strengthening, teaching, and even recruiting his players. Bronco Mendenhall's coaching style is considered jaw-dropping by many and ludicrous to some. However, no one can overlook the success the Cougars have had. How does his team consistently win ten or more games year after year? What philosophy and practices did Bronco implement to create this sustained success? One thing we know is that Bronco's system goes against the grain. He believes that running into the wind is an opportunity and is key to ultimately creating a sustained competitive advantage. The first section, *On the Field*, discusses the challenges Bronco has faced as the head coach, the principles and practices he learned to face those challenges, and the on-field applications and results. The second section, *In the Football Offices*, looks deeper into Broncos system and the business principles and tools of the five smooth stones that Bronco was taught by Paul Gustavson. Whether you are a coach or a leader, the organization strategies and models that Paul taught Bronco can be applied to any business or team. Simple, this section is where the coach of the coach will coach you, too.

## Book Information

Hardcover: 380 pages

Publisher: Shadow Mountain Publishing; First edition (August 27, 2012)

Language: English

ISBN-10: 160907162X

ISBN-13: 978-1609071622

Product Dimensions: 9.2 x 6.5 x 1.3 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars 33 customer reviews

Best Sellers Rank: #575,984 in Books (See Top 100 in Books) #164 in Books > Sports & Outdoors > Coaching > Football (American) #716 in Books > Business & Money > Processes & Infrastructure > Organizational Learning #923 in Books > Sports & Outdoors > Football (American)

## Customer Reviews

Bronco Mendenhall is a guy every leader who wants to lead a team to victory ought to study. --Kerry Patterson, four-time New York Times best-selling author and management theorist An engaging book that will take readers deep into the heart and mind of Bronco Mendenhall. It will also lay out Pauls renowned organizational strategies - Five Smooth Stones - that Bronco learned and applied, and that also can guide any leader to organize and move teams to successful outcomes. --

--Stephen M. R. Covey New York Times and Wall Street Journal number one best-selling author of The Speed of Trust and coauthor of Smart Trust Bronco provides the leadership, motivation, and energy for student-athletes to balance their lives and develop athletically, academically, and socially. His daily life emphasizes that always doing what is right is a path that can lead to lifetime success for them and their families. --Urban Meyer, Ohio State head football coach

Paul Gustavson, a former BYU football player, has for more than three decades made an in-depth study of the strategies and design of high-performance teams and organizations. He received the prestigious BYU Marriott School of Managements William G. Dyer Distinguished Alumni Award in 1999. Since founding his own company, Organization Planning and Design, Inc., Pauls consulting work has included national and international projects for Fortune 500 companies as well as over fifty startups, greenfield sites, and joint ventures. Paul's work has been featured in more than fifty books, company magazines, and periodicals. Alyson Von Feldt is a consultant and writer who has guided major organization design initiatives at enterprises ranging from startups to Fortune 500 companies. As a writer, she has developed robust tools and training programs that showcase and simplify powerful design techniques, and she has put to paper the stories of intriguing high-performing organizations. She founded Crimson Corporate with her husband, Doug, to help leaders transform their enterprises. She is a passionate BYU Football fan and serves on the board of the Kansas City chapter of the BYU Alumni Association.

This book should be on every leaders must read list on how to make my particular organization great. Whether you need to tear it down and start over, evaluate to see where you are and how to improve, or are afraid to evaluate because you wouldn't know what to do with the information you gather, this book helps guide you through that process. I've been in coaching over 35 years, won 3 state championships, and this book gives me ideas and knowledge that I had not been exposed to before. If you ever have a chance to catch an interview with Coach Mendenhall you notice immediately this guy is different, and in a good way. I highly recommend this book to leaders who are just starting out as well as to those who have been successful but never stop looking for ways to

improve. Buy it, read it, then go back and re-read it taking notes or writing in the margins. You won't be disappointed.

Before I begin, I feel that I must say that I am not a BYU fan and I didn't read the book because I love BYU football. I read the book because I had the privilege of attending a workshop lead by the author, Paul Gustavson. I was very impressed with his work and his ability to energize our team. My intent on reading the book was to gain additional depth into what I learned from Mr. Gustavson. As I read the book I gained a much greater respect and appreciate for Bronco Mendenhall and the BYU football program. Too bad their success has been at the expense of teams that I support. Now I understand why they have been so successful. It is unfortunate that all of college football does not hold themselves to the same high standards as BYU. If you are a BYU fan, then reading the book solely for the story about BYU football is certainly worth it. The good news is that the real insights and application for teams and leaders are the bonus for the rest of us. The best part of the book for me was the end chapters were the author went through the 5 smooth stones again and provided applications that were directly useful to the work I am currently doing. Very good book. I would recommend reading it.

If you are a football fan, it goes without saying - you will find this book a tremendous leadership and team resource using a metaphor you know well. I must admit that I am not a football fan--yet there is so much value in learning about Bronco's practical tools and profound "lessons learned" that I am here writing a recommendation you read it, even if you are one of the last to jump at "sports metaphors." Why? In short, this book explains in clear terms what any business person seeks to do--increase performance. Section one takes you through Bronco's compelling story, giving you the context for understanding how the team has applied core principles about knowledge and learning to drive performance in an extremely competitive environment. Fascinating--especially since many would not guess that a football team would be such a great model for how any organization works. As a leader, Bronco is an inspiration to anyone like me, a CEO trying hard everyday to make the best decisions for the organization. Section two, explains the nuts and bolts of Gustavson's consulting work, in essence the roadmap that Bronco followed to achieve his results--an invaluable resource for any business person looking to expand their organizations ability to learn, grow and win!

Well written biography and how work ethic makes a difference in success on and off the field. Book

shows how Bronco arrived at the place where he is in life and the what led him to where he is. His ability to coach and more importantly teach his athletes is incredible.

I am a devout BYU football fan and I loved this book about the head coach of a very unique Division 1 Football program. I would recommend this book to anyone who loves football, young athletes and wants to see just how different the BYU football program is from most, if not all, other Division 1 programs.

For almost twenty years, I've had the pleasure of working with and learning from Paul Gustavson. As I read *Running Into the Wind: Bronco Mendenhall--5 Strategies for Building a Successful Team*, Paul's words and wisdom continued to leap off the pages to me, one after another! Many of the lessons and insights in the book have been shared with me by Paul over the years, but the book does an outstanding job of providing clear, entertaining examples of the insights in use. For business leaders that need to understand how Paul's organization principles come together to create a desired culture and improved results, just read this book! For others, it's a great, inspiring read! On an added note, I usually prefer to read a traditional book, but I was so excited to read Paul's book that I downloaded an e-copy before the hardbound copy arrived. What a terrific surprise to be able to link directly to the video's of Paul and Bronco discussing on stage the principles used to transform the BYU team! The experience added a new dimension to "reading" and demonstrated one of the book's principles at the same time. I encourage others to check out the multimedia experience of the e-version of *Running Into the Wind: Bronco Mendenhall--5 Strategies for Building a Successful Team*!

An interesting case study in organizational change as applied to a college football program. Kudos to Mendenhall and Gustavson in finding ways to take core values and organizational keys and finding a way to differentiate and make positives instead of negatives.

Interesting book and well written.

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