

Are You Ready for Some Football???

The wait is over.... Football is officially back!!

Football is unquestionably America's new pastime, taking it over from baseball years ago. I must admit, I am a huge football junkie. From college ball to the pros, I cannot get enough of the sport. In fact, I try to complete as many home projects as possible during the summer so I can stock up enough points with my wife to watch football all weekend long during the fall. Pretty sad right? I would guess that I am not alone with this sentiment, as millions of people across this great country rejoice every September, as football season officially starts.

What I find interesting about football are the resemblances between the game and business, including the vocabulary. Like football, businesses will use football terminology to describe specific occurrences. Catchword jargon such as, audible, blitz, fumble, touchdown, punt, etc. Each of these terms have a specialized football meaning but are also used regularly in business, such as "We scored a touchdown with that sale" or "We fumbled that order." Besides the lingo, the foremost similarity of football and business is within the structure.

Numerous businesses refer to the personnel structure of their organization as a team. This team consists of coaches and players, remarkably like football. Football and business are team sports, no doubt about it. If you want to win as a team, you need to know who is supporting you on and off the field and their roles. Just like in football, companies need a detailed playbook, a great coach, and the right players to execute the plays. **Execution is key**.... On and off the field. Football, just like business, comes down to executing the basics/fundamentals.

Blocking and tackling are to football what revenue and expenses are to business. It is fun to get creative and call fancy plays (e.g., New Coke), but at the end of the day, it comes down to executing the fundamentals. It starts with building the right team and finding the right fit. That means people with the skills, experience, and **attitude** (an especially important, often overlooked point) you want. Once the team is in place, get back to the basics on what made you successful.... Focusing on the customer and delivering on your commitment. I believe there used to be an acronym for this.... K.I.S.S. No, not the rock band KISS, but **KEEP. IT. SIMPLE. S******* I am certain you can figure out the last word.

Remember, keep it simple. Stick to the basics, focus on your people and your customer, and stay away from the double reverse flea flicker half back pass. Have a great football season, and good luck to your favorite teams.... Unless they are the playing the Dolphins that week, then I hope they lose.

Clark Willis

Regional Sales Manager, Kimal Lumber