



**WINNING  
EVERY  
DAY**

**LOU HOLTZ**

**THE GAME PLAN FOR SUCCESS**

# WINNING EVERY DAY

My son and daughter both grew up watching the now nearly 20-year old video “*Do Right with Lou Holtz of Notre Dame*.” If you have had the good fortune to see it or the even better fortune to have heard Coach Holtz in person, you will recognize a number of the stories, anecdotes, axioms, principles, and poems he relates in Winning Every Day.

We spend years, it seems, describing just how complex both life and business are and then years more wondering why it's so hard to “do” either “right.” Hopefully, at some point we discover ways to simplify it all. For me, Coach Holtz's lessons held the key to that simplification. In fact, along with my kids I watched “*Do Right*” so many times that as I read Winning Every Day I can hear his voice in my mind.

*“You may . . . [ask] . . . why I think sacrifice is vital to any winning game plan. My answer is simple: So few people are willing to make them. Those of you who habitually do that little bit extra will enjoy a tremendous edge over your competition.”*

*“There is always one thing you can do when the pressure pushes in on you. Dream bigger. Put your focus on where you are going rather than on where you have been.”*

*“[I]f you have a problem, it's your problem. Solve it. Don't blame other people. Don't burden people with your complaints. 90% of the people you meet don't care about your troubles. The other 10% are glad you have them.”*

*“Good, Better, Best,  
Never, Never Rest,  
'Til the Good is Better  
and the Better is Best”*

*“. . . [D]on't compare yourself to anyone. You are singular. There is no one else like you in the world. What could be more beautiful or compelling than something so rare?”*

There is wisdom in simplicity and you will find a great deal of such wisdom in this book. It is full of lessons for us, for our organizations, and for our children.

Fundamental to all of Coach Holtz's insights and advice are three questions. Every employer subconsciously asks them about every employee, every employee subconsciously asks them about every employer, and everyone in any kind of relationship, business or personal, subconsciously asks them about the others involved. The opportunity to win every day begins when you recognize the importance of how others answer when they look at you and your organization. The questions:

- **Can I trust you?**
- **Are you committed to excellence?**
- **Do you care about me?**

Trust is absolutely essential in every aspect of life and business. We build trust by “Doing Right.”

Commitment is equally essential. Today “. . . everybody wants to talk about their rights and privileges. Twenty-five years ago, people talked about their obligations and responsibilities.” As with sacrifice, those willing to commit to excellence, those who make it a self-imposed obligation, put themselves at great advantage.

*“Never underestimate the positive effects that love and compassion can have on your family, organization, or team. Creating a caring atmosphere is not a complex task. Simply follow the Golden Rule to treat others as you want to be treated.”* Caring is powerful.

Coach Holtz's Winning Every Day is full of powerful advice.

To a significant degree the culture we have worked to build at RED is inspired by that advice.  
**Thanks Coach!**

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Chairman & CEO  
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