

Well, here it is, the first day of training camp! The beginning of a new era for our beloved Steelers, if

There's a great opportunity to recreate a great team from the drama filled world we lived through last year. In all cases, this is about the ability to manage talent in a way that will maximize performance. Some of this is science based. Employee A has the ability, skill, and experience to execute on the plan at hand. Some of it is Art - Here's the question: Do they have the motivation? In all cases you can have all of the requisite skills and abilities but without the motivation, especially the motivation to perform under difficult conditions, you're certain to underperform. Great leaders master the ability to do both, use the science and drive the motivation.

I think It's why Chuck Knoll did so well as the second truly great coach in professional football only behind Vince Lombardi. He understood what the ultimate goal was – win. He created the plan, mapped the development, assembled a group of managers (coaches), and inspired the employees (aka players) to perform at their highest level – constantly. He didn't get distracted by the fame that came with accomplishing the goal. In many ways Coach Belichick is doing the same thing in New England. You can feel the vitriol dripping from his hoodie with every news conference he gives. It's obvious that he only does it because he is required to for the media contract. What he really wants to do is start planning for the next game. Once a game is over win or lose, he knows his primary responsibility is to quickly prepare for the next one. What every coach needs is a Sarah Huckabee Sanders – point blank, in your face, “Did you watch the game???” attitude. Let the coach focus on their job and let the PR person focus on the media.

Drama, egos, holdouts, diva's. Maybe I'm just a little old school. Save it for afterparty. Right now, we've got work to do. You're either in or out. Your choice. But your primary responsibility is to deliver as a professional. Live up to your contract – it's called a commitment. If not, please don't commit, go somewhere else. The Chief would have made it that way, and I believe it's what happens in New England. Individual talent – yeah I get it, but I've never seen one or two individuals beat an opposing team with collective talent and, here's the key – motivation – the passion to live up to the expectation in front of them. I'd rather cheer and support 300 Spartans who give their all than for 100,000 divas.

So, the next time you get ready to make a hire be certain that your draft pick meets your team's operating philosophy. And even more important, be certain that your leaders, those managing your most valuable asset, understand that a few with passion will always outperform dozens without.

I wish you well,

Dave