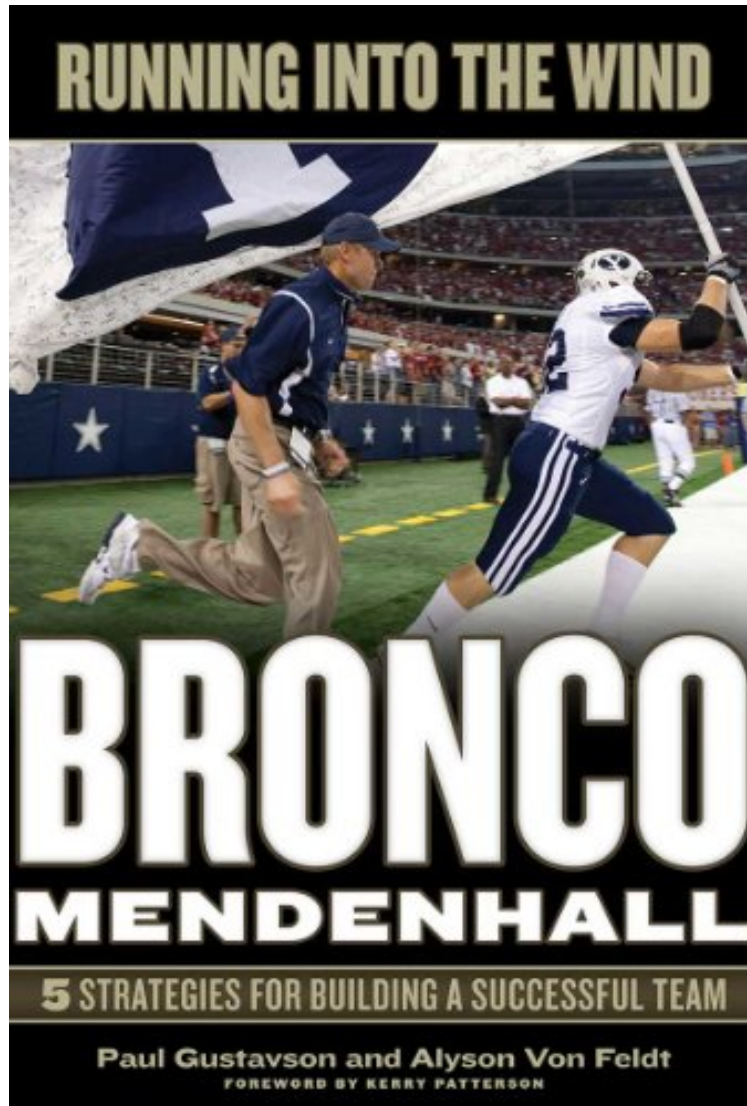


## Running into the Wind: Bronco Mendenhall - 5 Strategies for Building a Successful Team

*Paul Gustavson, Alyson Von Feldt*

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**Paul Gustavson, Alyson Von Feldt : Running into the Wind: Bronco Mendenhall - 5 Strategies for Building a Successful Team** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Running into the Wind: Bronco Mendenhall - 5 Strategies for Building a Successful Team:

1 of 1 people found the following review helpful. A method of evaluating and improving yourself, your staff, and your players/associatesBy Vince DiLorenzoThis 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.

1 of 1 people found the following review helpful. Excellent Leadership and Team Building Insights. By LBP  
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 where 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.

2 of 2 people found the following review helpful. A must read for anyone interested in increasing performance-- even if you are not a football fan!!  
By Brain in Business "Ann"  
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!

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 Bronco's "system" and the business principles and tools of the "five smooth stones" that Bronco was taught by Paul Gustavson. Whether you're a coach or a leader, the organization strategies and models that Paul taught Bronco can be applied to any business or team. Simply, this section is where the coach of the coach will coach you, too.