



How Good Do You Want to Be?: A Champion's Tips on How to Lead and Succeed at Work and in Life

Nick Saban, Brian Curtis

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He guided LSU to its first football championship in forty-five years. He turned down countless offers from professional teams to stay with the job he loves. Now Nick Saban reveals the secrets that will help you lead and succeed at work and in life.

Excellence doesn't happen overnight. It comes from hard work, consistency, the drive to be the best, and a passion for what you do. Few understand this better than Nick Saban, the hottest college football coach in the game. Now, in *How Good Do You Want to Be?*, Saban shares his winning philosophy for creating and inspiring success.

In more than three decades as a player and coach, Saban has learned much about life and leadership, both on the field and off. Working alongside some of the game's legends, including Super Bowl winner Bill Belichick and coaching legend Jerry Glanville, he saw firsthand how great leaders encourage greatness in others. In this candid, insightful guide, he shares such acquired wisdom as

- **Organization, Organization, Organization**

Create an environment where everybody knows his or her responsibilities—and each is responsible to the entire group.

- **Motivate to Dominate**

Understand the psychology of teams and individuals, and use that knowledge to breed success.

- **No Other Way than Right**

Practice ethics and values—and demand the same from your team.

- **Look in the Mirror**

Maintain an understanding of who you are by knowing your strengths *and* your weaknesses.

How Good Do You Want to Be? is more than the story of how Nick Saban motivates his staff and players to excel—it is also the memoir of one of America's most successful coaches. Filled with instructive anecdotes and illuminated by never-before-told stories of his life and career, this is a book that challenges and inspires us all to be our best.

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Donald Tuel:

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Robert Russell:

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Tony Hogan:

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