



Point of View

Dear Marketplace Friend,

Sports fans - at least, basketball fans - have been stretched this week. The NBA finals are underway, with the Laker-Celtics drama playing out through a seven-game schedule that will peak on June 17th (if the advertisers have their way). In the midst of the excitement, many are processing the loss of an icon.

It's no news, to anyone: John Wooden died on Friday, at the UCLA Medical Center. His flight from life took off from Westwood, but it landed quickly in Heaven.

I only have a page, so I won't recount his amazing accomplishments as the head coach of UCLA's basketball program, during their greatest years. UCLA Chancellor Gene Block captured the school's heart with his statement: *"This is a sad day at UCLA. Coach Wooden's legacy transcends athletics; what he did was produce leaders. But his influence has reached far beyond our campus and even our community. Through his work and his life, he imparted his phenomenal understanding of leadership and his unwavering sense of integrity to so many people. His 'Pyramid of*

Success' hangs in my office to remind me every day of what it takes to be an effective leader. He was truly a legend in his own time, and he will be a legend for generations to come."



In any category of life, competition for "best" is a given. Google "best college basketball coach, ever," and you'll probably get numerous suggestions, but John Wooden and Bobby Knight would be among them. In the metrics of win/loss, it's a judgment call: Wooden's 885 wins out of 1088 games gave him an 81% victory record, alongside Knight's 901 wins out of 1273 games (71% victorious).

But life is more than the numbers. Knight rhymed with "rage;" Wooden rhymed with "sage." Any book about Knight's career would be forced to include the many controversies surrounding his treatment of players, referees and anyone else on the court at the

inopportune moments. The books about Wooden certainly mention his legendary coaching exploits, but the real story of Wooden's life is his incredible philosophy of life that infused all of what he did, and everyone he met.

You'll likely have some opportunities this summer to unplug and recenter. Your chance to read a few books may present itself. How about a gift to yourself, to kick off your summer season?

It's a two-pack: *Coach Wooden's Pyramid of Success*, by Wooden and Jay Carty (Regal, 2009), and *Coach Wooden One-on-One*, also by Wooden and Carty (Regal, 2003). Full disclosure: *I'm on the board of directors for Regal Books/Gospel Light, and Jay Carty is a dear friend of mine.*

Pyramid is the Wooden platform presentation; it captures the essence of his timeless philosophy of life and leadership. *One-on-One* is Wooden, at "Table 2" at Vip's in Tarzana, where he had breakfast every morning. It is a daily devotional, with 60 entries - good for July and August, to do breakfast with the Wizard of Westwood and let him include you among the lives he impacted for eternity...

When Knight retired, he left the court. When Wooden retired, his impact rose to an even higher level. For Knight, his career was his high-point; for Wooden, his career was the platform

from which he launched his highest point. What a picture of the relationship between *career* and *calling* that defines the focus of **The Master's Program**.

Some years ago, I was honored to preach at Coach Wooden's church. He was such a gentleman; he gave me his encouragement after the service and told me how much he appreciated my comments. *He didn't need to do that, but that was just who he was.*

Today, he's back with Nell - his wife of 53 years - who caught an earlier flight to Heaven, back in '85. *They're having breakfast together, getting caught up...*

Bob Shank

Bob Shank is Founder and Chief Mentoring Officer of The Master's Program (TMP).

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