



Executive Summary: Jack Nicklaus

WorkMatters Leadership Conference

Leadership That Inspires

May 8, 2009

Create a positive attitude and believe in yourself. Work as hard as you can with as much discipline as you can muster.

If you're playing in a tournament and you have 180 yards with three shots to make par, then you should have already played those shots in your head hundreds or thousands of time. Don't just "let it happen." Make it happen by going through your disciplines in your swing with the pressure on you.

When I play golf, I visualize what I want to do and how I want to do it. Before playing a shot, I see the ball in the air and relay it back to my swing so that I can do it.

If I was advising a person in search of his or her sweet spot, I would ask, "Do you like what you're trying to do? Would you be willing to spend your life trying to do it? Is it something with which you can touch another person's life while doing?"

As a kid, I would mimic the swings of Sam Snead, Byron Nelson, and Ben Hogan. Had I not imitated the masters, and had the exposure and lessons from them, who knows if I would have been able to do what I did?

Action Plan:

- ✓ Find a quiet place to spend 20 minutes before the dawn of your workday. Think ahead to the most crucial moments in the upcoming day. Then, visualize yourself performing with excellence in those moments. Try this exercise for a week and see if it's helpful.
- ✓ Research the "masters" in your field. What makes them great? What sets them apart from the crowd? Come up with two or three distinguishing characteristics and choose one of them to emulate in your personal leadership.