



**Major General  
Richard B. Burleson**

# GREAT

**L**eaders come in all forms

**E**ach one here today is a leader

**A**ge doesn't matter

**D**ifference maker

**E**xample of successful leaders

**R**ight stuff

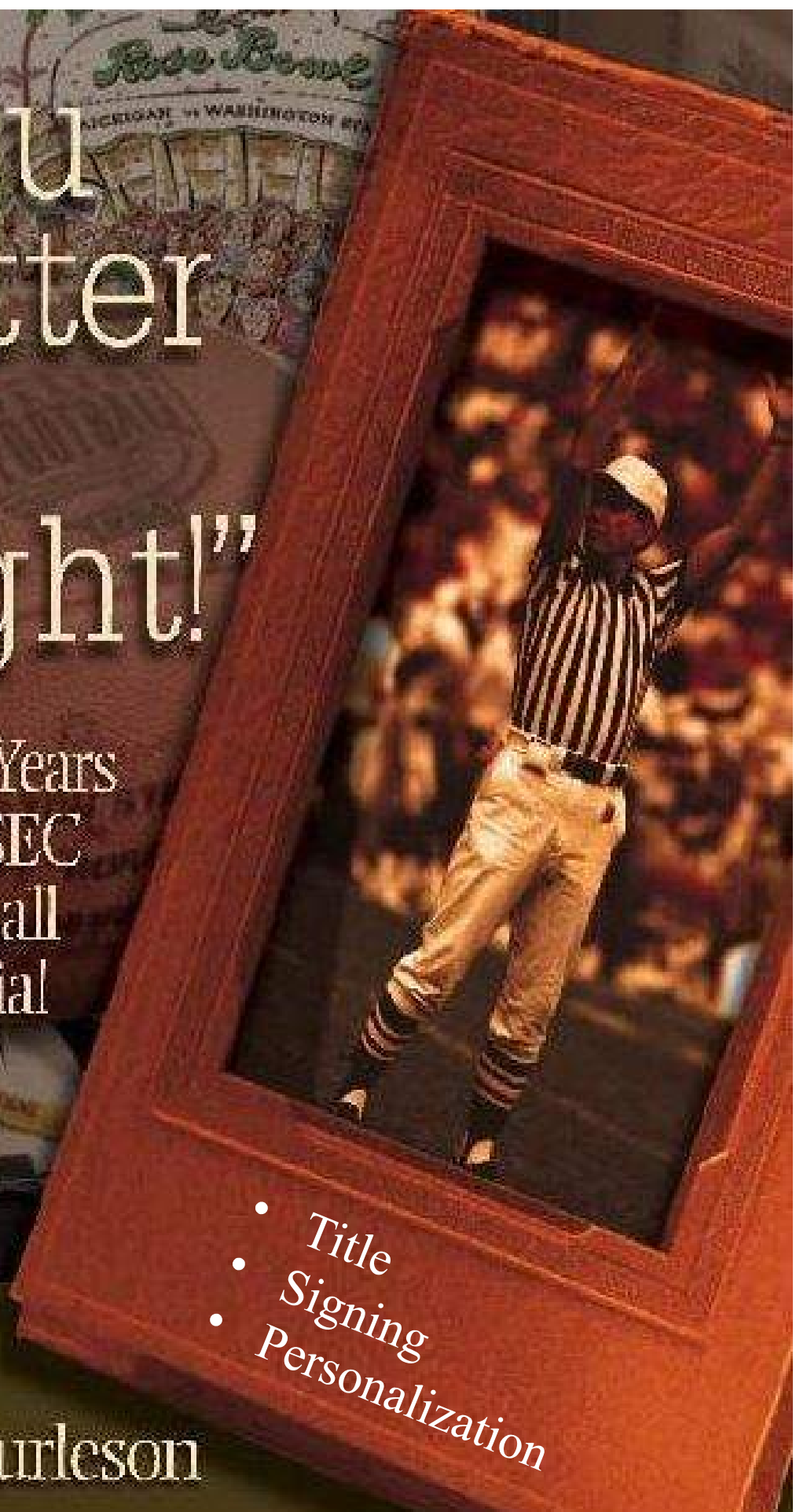
**S**hare my 12 traits of leadership

# "You Better Be Right!"

My 25 Years  
as an SEC  
Football  
Official

by  
Dick Burleson

- Title
- Signing
- Personalization



# —“You Better Be Right!”—

It's 1982, and Vanderbilt is playing Alabama. A Vandy linebacker sacks the Alabama quarterback 10 yards behind the line of scrimmage, but in doing so, grabs his face mask. It is a 15-yard penalty, but at this time it is assessed from the spot of the foul, which is behind the line of scrimmage instead of from the line of scrimmage itself, as is done nowadays. Alabama only ends up gaining about 5 yards or so.

Coach Bryant doesn't understand why the penalty is assessed that way, and I don't know if he ever really understood it, but I know for a fact that it is the right call. Nevertheless, he is not happy with it. He is never one to rant and rave and make a fool of himself, but a little while later, one of my side officials comes up to me and tells me Coach wants to see me during the next timeout.

The ball changes hands, and time is called to allow the radio stations a break. I ease over to the Alabama sideline to see what he has on his mind. He looks perplexed. "Tell me about that penalty we had there," he says.

I explain why he gained only 5 yards on a 15-yard penalty.

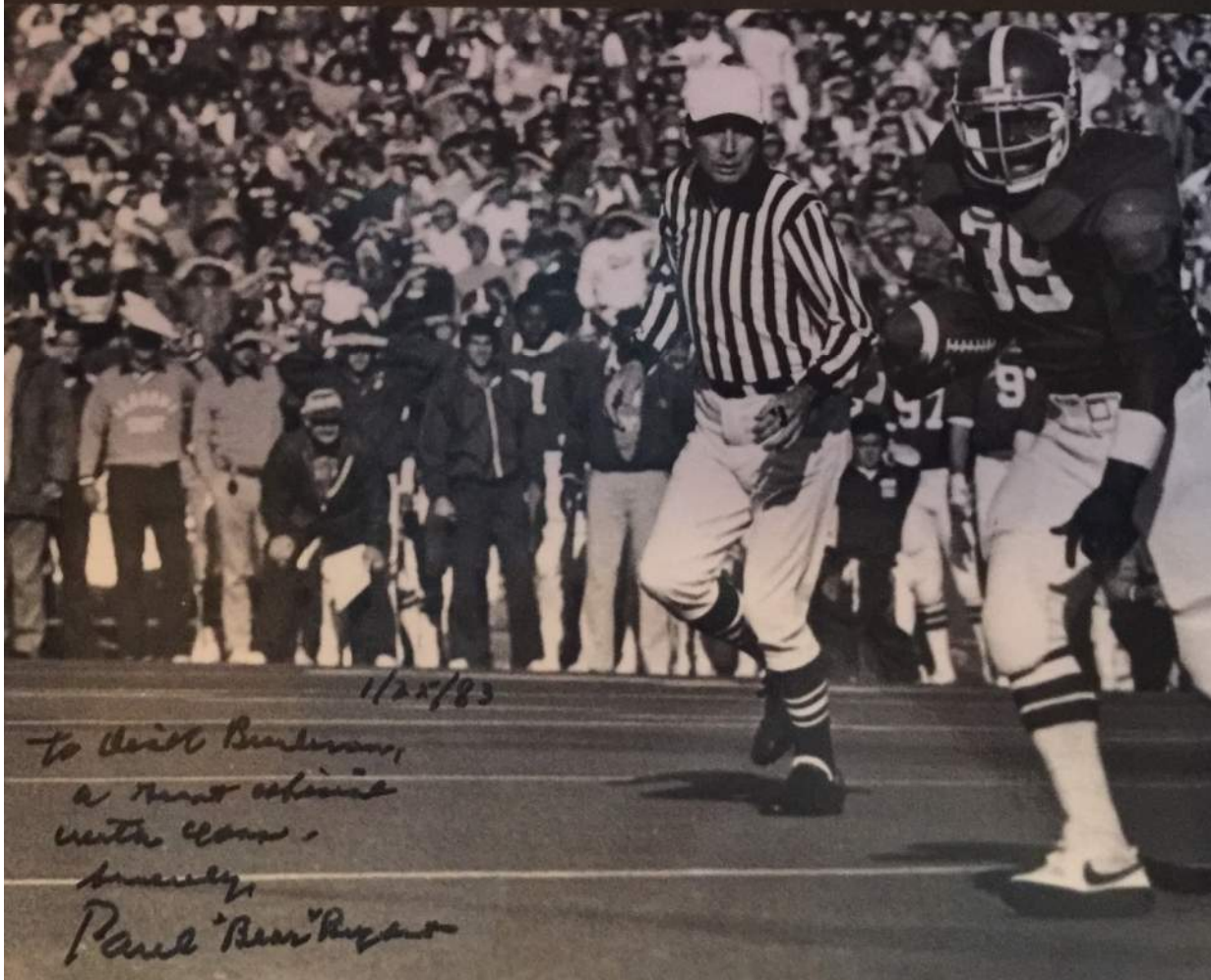
"Are you sure about that?" he asks.

"Yes, Sir."

"Ok." He turns around to walk away, and I begin to walk back to midfield. "Hey, Dick," he says.

I turn around. "Yes, Sir?"

"You better be right!" he says.



1/22/83

To Coach Bryant,  
a man who  
with class,  
sincerely,  
Paul Bear Bryant

# “The Toss”



# Georgia-Vandy



# Rose Bowl



# Rose Bowl





# Rose Bowl



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“You do not lead by hitting people over the head---that’s assault, not leadership.”

*Dwight D. Eisenhower*



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“I don’t fear a 100  
lions led by a  
sheep---I fear 100  
sheep led by a  
lion.”

*Leader under Napoleon*

*1800*



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**Are GREAT  
LEADERS**

**Born**

**or**

***MADE?***

LEADERS

VS.

MANAGERS

“What do you remember  
most about your favorite  
LEADER?”

**Respect**

*Inspire*

**Confidence**

*Motivate*

Fear

Listen

Disappoint

“The greatest leader is not necessarily the one who does the greatest things. He is the one that gets the people to do the greatest things.”

Ronald Reagan  
40<sup>th</sup> President  
1981-1989



# GREAT LEADERS

## 1. Integrity



“God grant that  
men of principle  
shall be our  
principal men.”

*Thomas Jefferson*



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# GREAT LEADERS

1. Integrity
2. Create a common vision

# VISION

## Scripture Reference

Where there is no vision, the  
people perish

Proverbs 29:18

# GREAT LEADERS

1. Integrity
2. Create a common vision
3. Focus on problem solving-not fixing blame
  - “Don’t tell me after the game”
  - Problem “bringing”



# GREAT LEADERS

1. Integrity
2. Create a common vision
3. Focus on problem solving-not fixing blame
4. Empower subordinates
  - “Picking” people
  - Get out of the way of talent

“Never tell people  
how to do things.  
Tell them what to do  
and they will  
surprise you with  
their ingenuity.”

*General George S. Patton Jr.*



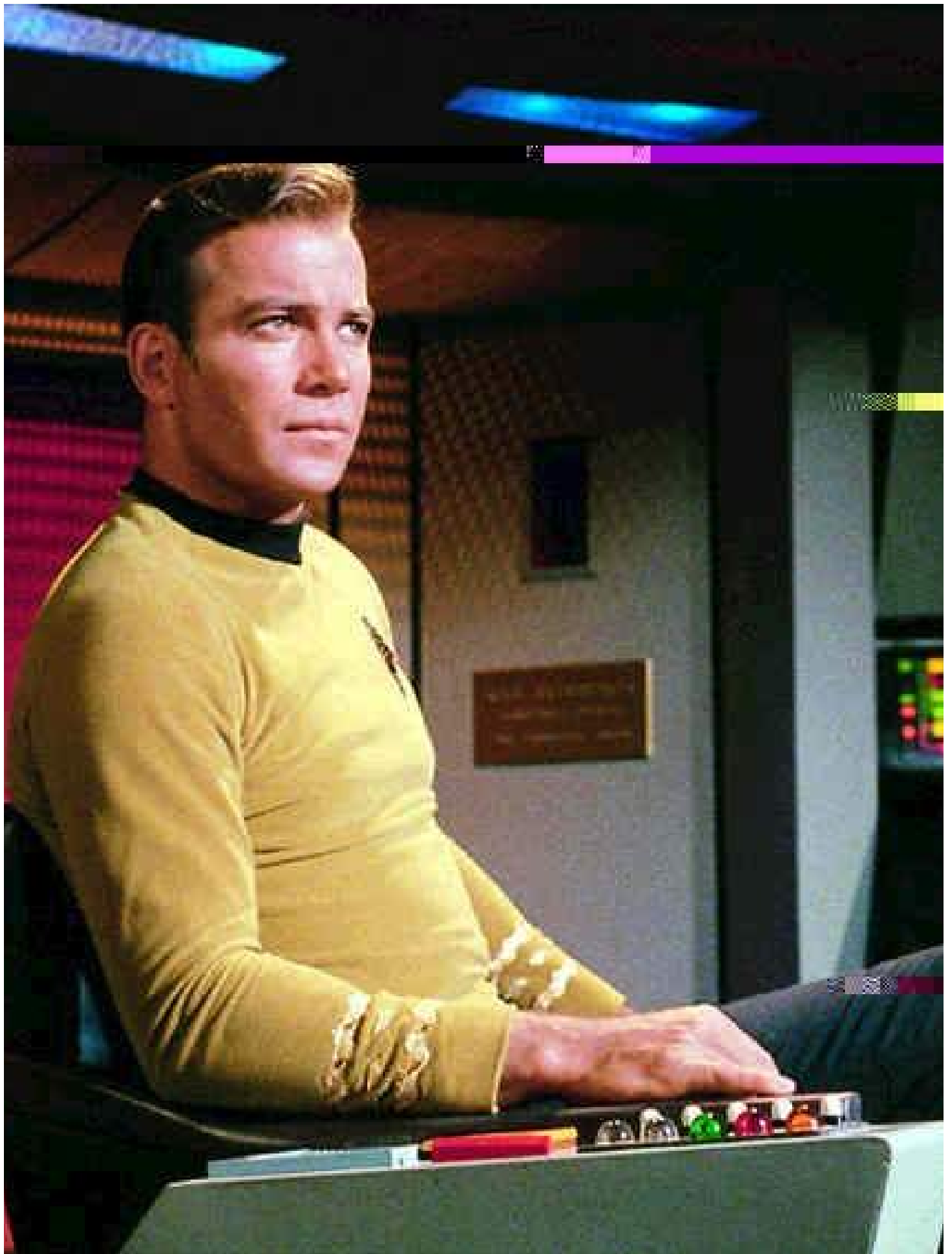
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# GREAT LEADERS

1. Integrity
2. Create a common vision
3. Focus on problem solving-not fixing blame
4. Empower subordinates
5. Reward initiatives

- Sometimes a simple “thank you”





# GREAT LEADERS

1. Integrity
2. Create a common vision
3. Focus on problem solving-not fixing blame
4. Empower subordinates
5. Reward initiatives
6. Fair / Courage
  - Being the leader sometimes means.....

**Dr. Martin Luther  
King Jr. said “The  
ultimate measure  
of a man.....**



# GREAT LEADERS

1. Integrity
2. Create a common vision
3. Focus on problem solving-not fixing blame
4. Empower subordinates
5. Reward initiatives
6. Fair / Courage
7. **Common Sense**

- “Experts”

- “Pros”

“Don’t call  
everything you  
see, but see  
everything you  
call.”

*Dick Burleson*



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4. Empower subordinates
5. Reward initiatives
6. Fair / Courage
7. Common Sense
8. **Good relationship with others**

- Old communication axiom:...
- Greatest thing you can do is make people feel like what they do matters



“People who invariably  
put themselves first will  
find that others tend to put  
them last.”

*Nido R. Qubein*

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6. Fair / Courage
7. Common Sense
8. Good relationship with others
9. **Committed**

- I say “ordinary people become extraordinary with commitment”
- Don’t stay the same.....



“Don’t quit the first time--- the second time will be easy.”

*Coach Paul “Bear” Bryant*

“There are no secrets to success. It is the result of preparation, hard work, and learning from failure..”



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10. **Self confidence**

- Enthusiasm is contagious

- Optimism is a force multiplier

You don't  
know what.....

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7. Common Sense
8. Good relationship with others
9. Committed
10. Self confidence
11. **Sense of humor**

- At right time

- A Great General said.....



“The most wasted  
of all days is one  
without laughter”



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8. Good relationship with others
9. Committed
10. Self confidence
11. Sense of humor
12. **Professionalism**
  - Class
  - Handling Coaches
  - Poise under pressure
  - One of the greatest things said about you as a leader



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4. Empower subordinates
5. Reward initiatives
6. Fair / Courage
7. Common Sense
8. Good relationship with others
9. Committed
10. Self confidence
11. Sense of humor
12. Professionalism



“The ultimate goal should be doing your best and enjoying it.”

*Peggy Fleming*



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# SEC Command Center





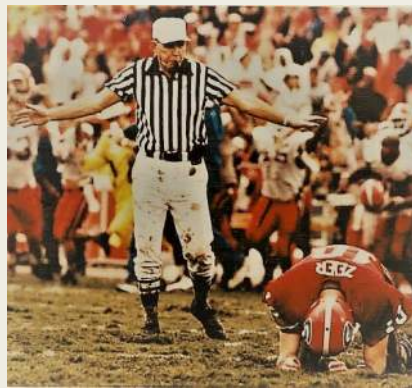


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with the General



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