Upping Your Game -- What's Your Strategy?

60 Minutes ran a fascinating story last night about Darrelle Revis, known as the best cornerback in the business. He's also the highest paid after a negotiating strategy that some call smart business and others in the NFL call mercenary (since he's been with three different teams over nine seasons for a total of $100 million).  [http://www.cbsnews.com/news/jets-darrelle-revis-60-minutes/](http://www.cbsnews.com/news/jets-darrelle-revis-60-minutes/)

His business strategy against the various NFL teams that have sought him out consists of simply holding out - including his willingness to sit out part of the season until the teams meet his demands. In return, the owners receive a cornerback so talented that his part of the field is known as "Revis Island." Quarterbacks try to avoid throwing to receivers in his vicinity because they know he'll block their receivers.

Yet what I found so fascinating about this story - putting aside his negotiating prowess - is how Revis spends his off-season. When other players are relaxing on some beach, Revis barrels through a boot camp during sweltering summers in Phoenix, Arizona. He trains with an exclusive coach who gives him even more practice in his highly evolved choreography - blocking receivers while running backwards.

If you're interested in upping your own game, how do you spend your off-season? Are you reading books on management and leadership issues? Discussing new management ideas with your colleagues? Working with a coach? The most talented leaders we work with are always open to new ideas and new coaching with us.

Interested in becoming the "Revis" in your league? If not the highest paid, at least one of the best? Contact us for coaching, training and more education to "up your game". Two excellent sources for leadership development include my books The Power of a Good Fight and "We Need to Talk" -- Tough Conversations With Your Employee.

FOR MORE INFORMATION ABOUT LEADERSHIP DEVELOPMENT and COACHING PROGRAMS

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