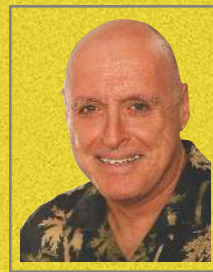


# THE EXTRA POINT

BY JERRY ROBERTS



## # 732 How Russell Wilson Got the Attention of His Team

Every manager should be on the lookout for ways to motivate their team. I'm Jerry Roberts, and today, a story about a team leader who did something extraordinary for a coworker in a totally unexpected situation, That's next, on The Extra Point.

The Seattle Seahawks led the San Francisco 49ers 26-23 in the final game of the season. They took possession of the ball with 22 seconds on the clock, and the customary play in that situation is for the quarterback to simply take the snap, kneel down, and allow the time to run out. Game over.

Instead, quarterback Russell Wilson flipped the ball to wide receiver David Moore, who ran for five yards and then out of bounds. Wilson then went to a knee, and the game ended. The question on everybody's lips, was why would Wilson buck the conventions of football to run that extra play? He wasn't trying to score more points to rub it into the 49ers, a major rival, so what was the reason?

The explanation showed how in tune Wilson is with the players on the team. For Moore, it was his 35th reception of the season, and that earned him a \$100,000 bonus from the team.

"We called that play because David had \$100,000 if he gets that catch," Wilson said. "So you know, it's a blessing to be able to help his family...we wanted to get him that catch, so we were able to dial that up for him that last play." It was Moore's only catch that day.

Wilson picked up the details about Moore's incentive during the week and had it in the back of his head to help him attain it. Talking with quarterbacks coach Austin Davis just before heading out on the field to finish up, the two decided to make the call for Moore to get the ball.

When you dig into the details a little more, you

gain a greater appreciation. Moore had to take a pay cut at the start of the season in order to guarantee the team would keep him. He originally had signed an agreement for a non-guaranteed \$2.13 million, meaning the team could release him without penalty and not owe him the money.

Football careers average are generally short and Moore is not a star player for the Seahawks, so there was pressure for him to restructure his contract. He did so, for \$900,000. However, there were incentives, such as accumulating 35 catches on the year.

Russell Wilson is the highest-paid player in the NFL, pocketing \$35 million a year. Millions in brand endorsements add on, plus he is married to singer Ciara, and the two co-own numerous businesses. Wilson will sign one more contract with Seattle before he's done, and Moore will probably be out of the league before Wilson's career comes to a close. Wilson knows the reality of football for players who don't attain star levels and star money.

Wilson is a top-tier player who leads his team. It's a big responsibility, and he works hard at it. He also has the side deals, the other businesses, and a young family. Still, he was focused enough to know what one play would mean to a teammate. In this case, increasing his income by 11%, in five seconds.

"But wait, Jerry," you say. "Wilson wasn't giving away his own money. He was giving away the team's money. That made it easy for him to do it — and wouldn't the team be mad?"

Teams have what they call the salary cap. There's only so much they're allowed to spend on players. Once you commit to it, you want to spend it so players are satisfied. The Seahawks were no doubt okay with Wilson's generosity.

(Con't.)

So what can we learn here?

1. Don't ever be so self-absorbed that you don't understand how what you do can impact the lives of coworkers.

2. Look for ways to add value to the people you lead. Do the unusual, the unexpected, to help those who follow you.

3. Who else will admire Wilson for helping Moore? Every other teammate. Do you think this might draw them closer to him? Knowing the team leader is watching out for you a good thing, wouldn't you say? Will it be easier for them to buy into his ideas and decisions?

We can't give a coworker a \$100,000 bonus, but what can we do? Maybe it's worth thinking about that.

That's The Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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