

THE EXTRA POINT

BY JERRY ROBERTS



998 When Your Company Culture Yields Super Results

We've been chatting about company culture the last few days, and how it can impact your results. I've been saving a really good example of what kind of "super" results are possible when you add some risk to the equation and do something different, something others likely would never attempt. I'm Jerry Roberts, and that's next, on The Extra Point.

Most organizations operate in a repetitive, conservative manner. They do pretty much the same things as others in their industry. After all, there are *acceptable ways* to do business, and we've all grown accustomed to them.

This has always been the case in the world of professional sports. Change comes hard and slow. It's rare to find true innovators. The people who lead teams prefer that others take risks.

If somebody develops a new method that proves successful, then the other teams can just copy them. It's much safer that way.

Take the National Football League. Forever, it seems, the standard way to build a team and chase a championship has been to draft good players out of college, do a solid job developing them, add a difference-maker or two in free agency, if you can, and take your chances. It's a system where high-ranking picks in the annual draft carry incredible value.

Then, there's the Los Angeles Rams.

The Rams haven't had a number one pick since 2016, and won't get another one until at least 2024.

You see, the Rams use their high-value picks to deal for experienced players. They see their annual goal as winning the Super Bowl, and those players coming out of college will usually require time before they're able to make a big impact for the team.

Therefore, to the Rams, it makes better sense to put a package of picks together and go get a player — a really good player — who will help them win games now.

During their Super Bowl run in 2018, they used this strategy to add talent that propelled them to the big game. They didn't win it, but they saw that the formula could be successful.

A couple of years ago, they sent two first-round choices to Jacksonville, getting Jalen Ramsey, arguably the best defensive back in football.

This year, they sent another two first-rounders, plus a third-rounder, plus their existing starting quarterback to Detroit, to obtain the services of Matthew Stafford, a gun-slinging QB, whom they felt fit their offensive plan better.

At mid-season, with a playoff slot pretty much wrapped up, the Rams did not sit on a roster of players that most experts called as good as any in the league.

In the space of 10 days, they added former Super Bowl Most Valuable Player, pass rush specialist Von Miller of the Denver Broncos; then wide receiver Odell Beckham, Jr., who was released by the Cleveland Browns. What did it cost? A second- and third-round pick in the 2022 draft for Miller, and a cheap one-year cash deal for Beckham.

Because both may get contract offers next season the Rams will likely not be able to match, they are here to win a championship right now. They have bought into the concept, and the team culture. Without Miller and Beckham, the Rams are almost certainly done for the season, not playing the Cincinnati Bengals in two weeks in the Super Bowl.

(Con't.)

The general managers and coaches of many other teams were caught by surprise with the two major moves by the Rams. Those are moves most would never even consider. They weren't safe, you see.

With the personalities operating the Rams, there was never a question about trying to get the deals done. Risk is a big part of their DNA.

Mortgaging the team's future is nothing to worry about, since winning now is the objective.

If the Rams beat the Bengals and take home the Lombardi Trophy as NFL champions, one wonders if this perilous road is one that other teams will choose to follow.

So, a question. Is there anything you and I can take away from the Rams' "all in to win now" approach?

Is there anything in what they're doing that we could add to our organizations, or to our careers?

Is it at all possible that an adjustment in how we look at culture, might be able to bring about "super" results?

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.

###

For information on training and consulting services with Jerry Roberts, please click this link: guamtraining.com

