

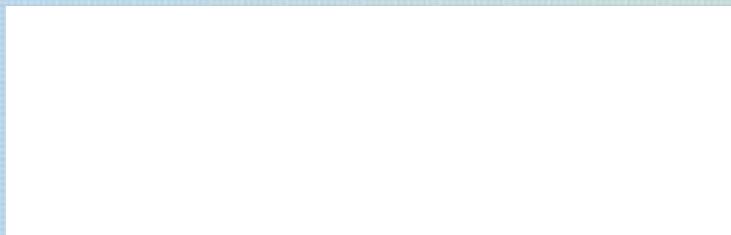


Lessons in Teamwork and Leadership for a Diverse Society

Lectures with

William C. Rhoden

Award-winning *New York Times* columnist and bestselling author



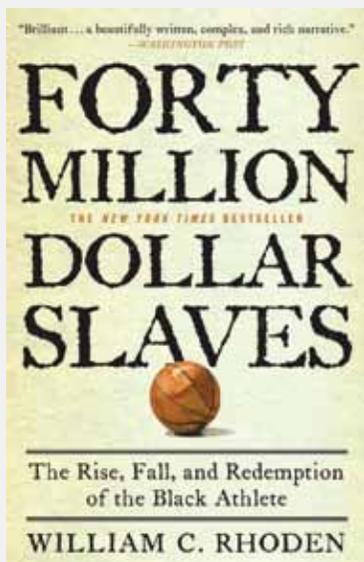
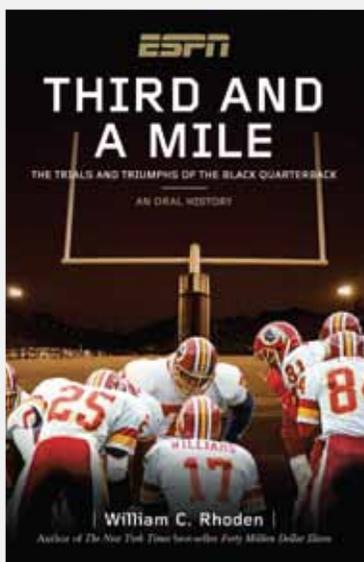
Leadership/Teamwork
Diversity/Race
Sports & Society
Journalism/Media

From the Locker Room to the Class Room: Lessons in Teamwork and Leadership for a Diverse Society

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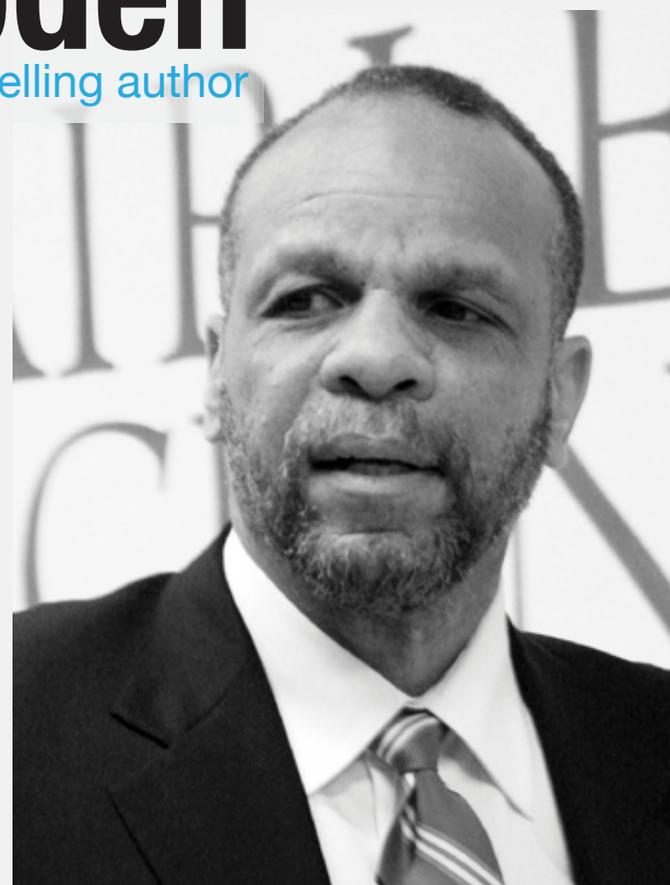
Award-winning *New York Times* columnist and bestselling author



Rhoden on The Colbert Report



Rhoden on Charlie Rose



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Rhoden, a frequent guest on ESPN's long-running Sunday morning show, *The Sports Reporters*, joined *The New York Times* in 1982 as an editor in the Week-In-Review section. A year later he moved to sports where he wrote about issues in high school and colleges. His assignment culminated in 1990 with a riveting, three-part front page series called *The Student Athlete on Campus*, which described the complex relationship among colleges, college sports and college athletes.

He has written *The Sports of the Times* column since 1990, and his work has been included in a number of anthologies including *The Best American Sports Writing 2007*. In 1996 Rhoden won a Peabody Award for Broadcasting as a writer of the HBO documentary *Journey of the African American Athlete*, and most recently, wrote the HBO documentary *Breaking the Huddle*, about the integration of College Football, which won an Emmy for outstanding Documentary film.

A much sought-after commentator on the issue of race and diversity in sports and society, Rhoden has discussed these themes on television programs such as *Charlie Rose*, *Tavis Smiley*, and elsewhere.

Award-winning *New York Times* columnist and bestselling author of *Forty Million Dollar Slaves* and *Third and A Mile: The Trials and Triumphs of The Black Quarterback*, William C. Rhoden uses sports as a vehicle to understand an increasingly complex society. From the implications of President Obama's election (Jackie Robinson), to the notion that the nation has somehow entered into a post-racial era, Rhoden describes how sports has corollaries and parallels to every crucial aspect of contemporary American society.

Rhoden's insights are born of his 35 years covering sports and society, throughout which his work has transcended the particular beat he was on, and turned the mirror of society on itself. His unrivaled ability to turn a sports story into a lesson on ethics, power, (in)equality, personal responsibility, etc., enables him to relate to many different audiences, and help them to learn more about each other by appealing to their common values and shared goals.

Lessons in Teamwork and Leadership

In his lectures, Rhoden uses the team concept and its superstructure as the model of how differences are put aside to achieve winning results. He addresses the reasons why the better team often loses, and illustrates how the less talented team often triumphs because of the belief in a shared goal and the execution of each participant's individual role, leading to the greater reward.

He also examines the specter of race, diversity and inclusion in the locker room setting, and how those lessons are applicable in off-the-field situations like the class room or conference room; i.e. the black quarterback having to lead a team on which some of the players are uncomfortable with his race, or a white coach getting the most out of his team populated by mostly black players, or a team made up of players from many different ethnic backgrounds who must all find common ground for the good of the team.

The Changing Face of Society and the Workforce

As one of the nation's most respected voices on race and society, Rhoden again is able to use sports metaphors as a jumping off point to address the dynamic changes that confront management in the shifting corporate landscape -- especially the stark realities confronting the industry closest to him, journalism/media. Rhoden compares the print medium to a pro franchise that is making the monumental transformation of having been a defensive-oriented team (and culture) to an offensive team, in the space of only a couple of seasons. These changes generally involve a jarring shift in personnel, leadership and strategy, and the lessons that Rhoden imparts are widely applicable in the current economic climate. And even as Rhoden uses this metaphor to describe the shake-ups facing particular industries, he uses the same metaphor for the shifting face of our society in general, and the changes that we must all face on a daily basis.