

LESSONS LEARNED | BY GERSON ROSENBLOOM

# Find Your 'Philly Special'

As I write this column, my lifelong dream of a Philadelphia Eagles Super Bowl victory has just become a reality. Their improbable journey to becoming the football champions of the world contains a number of wonderful lessons that are as at home in your business as on the gridiron. With apologies to Patriots fans, this is a story of an underdog team that refused to be intimidated by the fact that they were attempting to dismantle a dynasty.

If you feel like your business makes you the underdog in a land of giants, these lessons are for you.



**'Victory is always within your reach.'**

there: execution, patience and aggression. What are your company's greatest strengths? Know them and focus on them. However...

**DON'T UNDERESTIMATE SURPRISES.** Perhaps one of the great moments in Super Bowl history came during the first half when the snap went directly to tight end Trey Burton, who caught the Patriots flat-footed tossing a touchdown pass to none other than Philadelphia quarterback Nick Foles. This play — the "Philly Special" — is a great example of how your unpredictable and creative initiatives can catch your competitors off guard, scoring big for you.

**VISUALIZE A WIN.** Long before the 2017–18 season, Alshon Jeffery (the Eagles' wide receiver) said, "I guarantee you we are going to win the Super Bowl next year." As you approach each day of your business life, are you expecting to win or whining that you'll lose? According to Zach Ertz (tight end), "Carson [Wentz, quarterback] gave us that confidence every time we stepped on the field from the beginning of the season — we weren't gonna lose."

Having blind dreams without backing them up with action is futile. But it does start with the attitude that losing is not an option.

**KNOW & PLAY YOUR GAME.** Many of us who watched the Eagles play great through the decades only to choke in the end held our breath wondering if this Super Bowl would be a repeat of previous disappointments. The Eagles won by sticking with what got them

**FOCUS ON YOU, NOT COMPETITORS.**

This one defies the adage claiming defenses win championships. The Eagles' defense gave up 613 yards to the Patriots. I believe the Birds determined that focusing too much on stopping the Patriot's offense made no sense. So the Eagles focused on their greatest strength: their own, awesome offense. The moral is to do what you do best rather than focus on what your competitor does.

**NEVER LET UP.**

Even as the Eagles opened up a few good leads over the Patriots, they never took their foot off the gas pedal. Despite any lead at any point in the game, they played as aggressively as if they were trailing. When your competitor is a powerhouse, you can't possibly be too aggressive.

**BUILD A BENCH.**

What happens when you lose a good team member? The Eagles lost several and still won the Super Bowl. Have team members ready to fill in when needed.

The New England Patriots learned that past success doesn't guarantee a win. No matter what your previous business wins and losses may indicate, victory is always within your reach. **MI**

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