Coach ’Em Way Up: 5 Lessons for Leading the John Wooden Way

A new book recasts the wisdom of legendary UCLA basketball coach John Wooden for today’s modern workplace.

*Coach ’Em Way Up* (Entrepreneur Press; November 17, 2020) teaches readers to exhibit their best thinking, set a great example, assess how you teach, lead with confidence, and mentor others to put them on a path to lasting competitive greatness while becoming great people, too.

Based on the teachings of legendary basketball coach John Wooden—who led UCLA to four undefeated seasons, 38 straight NCAA basketball tournaments, seven championships in a row, and 10 championships overall—readers get effective leadership strategies for creating a culture of excellence in today’s modern workplace. Simply put, *Coach ’Em Way Up* does for readers what John Wooden did for decades.

It will:
- Guide you to achieve true success
- Challenge you to reach extraordinary levels of performance
- Prepare you to coach yourself and others to be the very best
- Inspire you to pursue not just greatness but also goodness

Make John Wooden a coach and mentor for your future. Allow him to coach you to coach yourself, your team, and business up—all the way up.

**About the Authors**

**LYNN GUERIN** is CEO of The John R. Wooden Course and president and “Head Coach” of his family-owned coaching, training, and performance development firm, Guerin Marketing Services. For the past 20 years, he has had the unique privilege of partnering with legendary UCLA basketball coach John Wooden and the Wooden family.

**JASON LAVIN** is a coach, speaker, and CEO with more than 25 years of experience enhancing the performance of individuals, teams, and organizations. As president of The John R. Wooden Course and CEO of Golden Communications, Lavin helps organizations—from youth sports teams to Fortune 100 companies—refine their values, mission, and vision.

Learn more at CoachEmWayUp.com