

THE WINNING GAME PLAN

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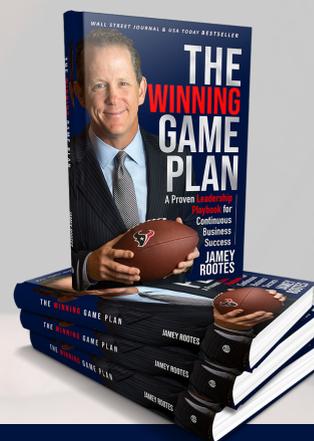
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The **Winning** Game Plan: A Proven **Leadership** Playbook for Continuous Business Success

Get a world-class approach to leading a business, any business, to exceptional and sustained success: The President of the Houston Texans Football team, shares the principles and ideology that has made the Texans one of the most valuable professional sports franchises, both in the NFL and globally.

Every new leadership opportunity you face is a chance to grow as a leader and as a human being. In **The Winning Game Plan: A Proven Leadership Playbook For Continuous Business Success**, Jamey Rootes, President of the Houston Texans, outlines a world-class approach to leading a business, any business, to exceptional and sustained success. These are the same principles he and his team have implemented for more than twenty years.

Through trial, error, and adjustment, these guiding principles will help you deliver **breakthrough financial results**, a rewarding workplace experience for your team, tremendous customer loyalty, and a reputation as a committed caretaker of your community.

- ✓ Are You a Manager or a Leader?
- ✓ Get the Right People on Your Team
- ✓ Build a Winning Culture
- ✓ A Winning Playbook for Handling Adversity and Success
- ✓ Create Raving Fans
- ✓ Play to Win!

Challenges are to be welcomed; they are the impetus for **change, learning, and growth**. Effectively communicating your expectations and decisive plan results in consistent success.

Whether you are leading a new company or department, starting your own enterprise, or flexing your leadership muscles, follow the guidelines in this playbook and you'll have a reliable set of resources to meet each challenge head-on.



Jamey Rootes has been with the Houston Texans since inception and he serves as the team's first and only president. Under his continued leadership the Texans have consistently been recognized as one of the most valuable professional sports franchises both in the NFL and globally.

Under Rootes' management, the Texans extended their sellout game streak to 185 consecutive home games - a Houston NFL record.

Rootes graduated Cum Laude from Clemson University's Calhoun Honors College. While attending Clemson, Rootes was a member of the Tigers' soccer team that captured two NCAA titles and he served as Student Body President. While earning a Master's of Business Administration (MBA) with honors at Indiana University, he served as an assistant soccer coach for the Hoosiers. Rootes previously held positions at IBM and Procter & Gamble.

He resides in Houston with his wife, Melissa, and their children, Chris and Caroline.

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