

Hello. This is Wayne Rivers at The Family Business Institute. Thanks for tuning in. Boot Camp. Don't forget, Boot Camp February 19th and April 15th, in the first half of the year. We'll be announcing the fall Boot Camp dates pretty soon. Don't forget about that. Don't forget about our social media and let us have the benefit of your thinking in the comments below.

This blog scared the pants off me. It really popped me between the eyes. Holy moly. So, there's a podcast called Book of Basketball 2.0. It's by Bill Simmons. Not everybody's a fan of the NBA. I am, because, golly, those people are so talented. Oh my gosh. It's amazing. Bill Simmons is a huge NBA fan. He wrote the Book of Basketball, which was 700 pages, but already, it's dated. It was about 10 years ago, and already, it's dated.

So, he created this podcast instead of writing another book, which was also going to be dated. About the second or third podcast, he had Steve Kerr on. Steve Kerr's the coach of the Golden State Warriors. He won a bunch of rings during his playing days with the Chicago Bulls and the San Antonio Spurs, and just a really great thinker about basketball.

So, they're talking about either going back to the Book of Basketball, the hard copy book, and they're talking about the teams that knew the secret. That's what Bill Simmons called it, the secret. They talked about the Celtics in the 1960s, the '60s teams and the '80s teams. They talked about the 2000 Spurs. The Warriors, obviously in the last decade, the late '80s Detroit Pistons and the New York Knicks of the early '70s.

They talked about the secret, and the secret is not a secret. The secret is teamwork. Those teams, if you think about it, and I'm sure there are other sports where you can say the same thing, but those teams were characterized by radical unselfishness. They would do whatever it takes, whatever it took to make their teammates look good, to give their teammates opportunities to pass the ball, a six-foot shot in exchange for a two-foot shot, which has a higher percentage. Just radical.

I mean, do you not think that Larry Bird could have scored 35 points a game if he wanted to, or Isaiah Thomas couldn't have scored 25 points a game or Tim Duncan? Couldn't have had better individual statistics, but they didn't care about individual statistics. They cared about winning, and the best way to win is to have a great team with great teammates and to spread the wealth so that everybody's happy.

So, Steve Kerr and Bill Simmons are talking about the secret, and they're talking about these wonderful teams and the wonderful cast of characters there. Steve Kerr relates about his own experiences with the Warriors and the first year ... Now, they won the title 2013 or 2014. I forget. Anyway, they got Kevin Durant in 2016. So, they basically had an all-star team. They had four all-stars on the court, of the starting five. Their fifth guy was pretty darn good, too, and they had some great talent off the bench.

So, Kevin Durant joins, and Steve Kerr said that first year was like walking on clouds. It was too good to be true. 2017 started off great. But about halfway through the season, he began to see some rumblings that the team wasn't as coherent as they had been the previous year. They won the title in '16 and '17, and they looked like the best team ever. They looked like they could be a dynasty and win every title for the next 10 years.

2018 wasn't as good. There were some well-publicized spats, where the players were arguing with each other on the court. There were some conflicts, personality conflicts among the players, and, although they were expected to win, they

lost to an underdog team in the finals. So, in three years, two finals wins, one final loss. Kevin Durant leaves the team because of this lack of coherence, and 2019 for the team has so far been a disaster.

What scares me is that at FBI, we've built a tremendous team. I could not have dreamed 10 or 15 years ago that we'd have the talent that we have and the quality of people that we have. At your place, you've built a team. Some of you have built remarkable teams. Some of you are still working on it.

But you look around, and you have the same feeling that I do. My wife asks, "Why do these people want to work for you?" That's kind of the way I feel. We're just blessed with such wonderful people, and you probably feel the same way. You couldn't have imagined, as a 25- or 30-year-old, just starting your career, that you'd be surrounded by the kind of talent that surrounds you today. What scared me was that great teams, the Knicks, the Pistons, the Celtics, the Spurs eventually sputter, and they failed to be successful anymore.

It's hard to build a great team. It's harder to maintain one. Okay? We're starting to think about some things that we can do different to honor our people, to appreciate our people, to demonstrate how much we care. We want to keep the team together. We want to keep everybody happy, but it's a hard thing to do. It's hard. It's hard to have a team of equals. People are ambitious, and they're competitive. They don't want to just blow by other people, but they want to keep their nose out front, so to speak, and sometimes people don't get along way they ...

The chemistry is so delicate, and I am terrified, because we've taken so much care to put this wonderful team together. Based on what Steve Kerr was talking about, I don't know that maintaining the quality of a team is even possible. It certainly is possible in business longer than sports, because the media spotlight doesn't shine very brightly on us, but it does in sports.

But it's really scary for me. We're starting to do some things. We really don't have a handle on it. So, this is my question for you. I'd like to kind of crowdsource this concept. How do you take care of your team in such a way that the team gets along, and you have wonderful harmony, and everybody cheers, all for one, one for all?

What are you doing? Those of you that have had great teams for the last 10 or 15 or 20 years, what have you done to make sure that the incredible team that you worked so hard to build, stays happy, well taken care of, enthusiastic, disciplined, and shares that esprit de corps. What are you doing? Please get back to us in the comments section. I'd like to hear from you. This is Wayne Rivers at The Family Business Institute. Thanks.