

# *Slam Dunk to Success* Facilitator's Guide

Developed by:  
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## *History behind the project...*

Working in the arena of career development and career education, I've had many opportunities to converse with business/industry representatives and employers. When the conversation turns to the essential skills needed in the workplace---no matter what type of industry or area of expertise---the wish list always includes words and phrases like: good work ethic; problem solving ability; team player; accountable and dependable; strong communication skills; ability to work well with others; and so on. These characteristics are sometimes referred to as "soft skills" or "transferable skills." Why? Technical skills (such as proficiency with particular software or equipment) can be unique to a certain type of employment, but **soft skills are so essential** in virtually every working environment and once they are developed, they will transfer and continue to contribute to success within new environments. Surprisingly, many employers rank soft skills even higher than the technical skills of their trade. I have often heard remarks like, "I can teach someone technical skills if I have to, but it's very difficult to teach soft skills."

What is it that makes one person more successful in their pursuits than another? Realistically we know there can be a number of perhaps inequitable contributing factors such as who you know, economic advantage, or just luck. However, in most cases, at the heart and soul of success you find an individual who has worked hard to develop a mastery of skills and characteristics like those mentioned above. Who better to help explain this than someone who is visibly successful, not only in his chosen profession, but in his life in general? Coach Tom Izzo of the Michigan State University men's basketball program is just such a person. In his casual, but sincere way, he shares some of the lessons of his life and helps us to see that we are all empowered to be successful.

Does success mean you've never failed?  
Is success measured by a paycheck?  
What defines someone as a successful leader?

These and many other questions will be asked and answered. It is our fondest hope that some measure of inspiration and understanding will result from sharing this conversation with you and your students (or your staff). There may be many ways to enhance the use of this film as a learning tool, and we'd love to hear your ideas. Here are just a few to get started. Wishing you a "slam dunk to success!"

Claire Brisson



Tom Izzo & Jeanne Grabner  
Jeanne is a teacher in South Lake  
Schools, St. Clair Shores, MI

This conversation with Coach Tom Izzo is about 21 minutes in length and is conducted in an interview format. Younger viewers such as middle school students may be better served by breaking this up into smaller viewing segments. For this reason we have divided the interview into chapters that address specific topics. If younger students are not familiar with whom Tom Izzo is you may want to share some of his **biographical information** prior to viewing the interview. Students can also go to the following web link and read about Tom:  
[http://msuspartans.cstv.com/sports/m-baskbl/mtt/izzo\\_tom00.html](http://msuspartans.cstv.com/sports/m-baskbl/mtt/izzo_tom00.html)

Some excerpts are provided here:

As the head coach of Michigan State University men's basketball program, Tom Izzo, has compiled an impressive list of accomplishments, including one NCAA National Championship, four regular-season Big Ten Championships, two Big Ten Tournament titles, four Final Four appearances, four National Coach of the Year awards and a Big Ten-best nine straight NCAA Tournament appearances.

These accomplishments, however, are not what make Izzo one of the game's best, but rather it is his insatiable desire to accomplish more. Izzo knows how to win, but he also knows how to win the right way. In his years directing the Spartan program, 82 percent of his players who completed their eligibility also left with a degree. In 11 seasons, Izzo returned Michigan State to national prominence, placed his name in the NCAA record books, and become a leader among college basketball coaches. Izzo is one of the most successful coaches in Big Ten history.

Izzo's 255 wins are the ninth-most by any coach in his first 11 seasons in the history of college basketball. In the NCAA Tournament, Izzo is at his best, winning at a clip of .742 to rank third among all active coaches with at least 10 tournament games coached. In 2005, Izzo led MSU to its fourth Final Four in the last seven seasons, becoming the only team to accomplish that feat between 1999 and 2005, and just the eighth school in college basketball history to do it in any seven-year span. Izzo also became just the second coach in NCAA history to reach four Final Fours in his first 10 years of coaching, joining Ohio State's Fred Taylor, and just the sixth coach in NCAA history to appear in four Final Fours in a seven-year span.



Tom Izzo displays the Sears Trophy after winning the 2000 NCAA Championship.

Furthermore, Izzo brings stability to Michigan State basketball. The 2006-07 season is Izzo's 24th with the Spartans. He is the longest-tenured active Big Ten men's basketball head coach. He is also a leader among his peers, serving on the NABC Board of Directors, the John R. Wooden Award Board of Governors and a select NCAA committee of five of the top college basketball coaches in the game.

Individually, players have excelled under Izzo. Five Spartans (Charlie Bell, Mateen Cleaves, Paul Davis, Morris Peterson and Jason Richardson) have earned some form of All-America honors, while Chris Hill was a three-time Academic All-American. Sixteen different players have earned all-conference recognition.

One of the reasons for Izzo's success is his ability to recruit some of the nation's most talented high school players. During his time as head coach, Izzo has recruited eight McDonald's All-Americans, including seven in the last eight years (Mateen Cleaves - 1996, Jason Richardson - 1999, Zach Randolph - 2000, Marcus Taylor - 2000, Kelvin Torbert - 2001, Paul Davis - 2002 and Shannon Brown and Brandon Cotton - 2003). In addition, five of the last eight Michigan Mr. Basketball award winners suited up for the Green and White (1999 - Richardson, 2000 - Taylor, 2001 - Torbert, 2002 - Davis, 2004 - Drew Neitzel), while Shannon Brown won the 2003 Illinois Mr. Basketball Award and Isaiah Dahlman won the 2006 Minnesota Mr. Basketball Award.

But perhaps even more important to Izzo's success is his ability to take young talent and develop a player's skills, allowing him to grow as a player and go on to play professionally. Since 2000, Michigan State has had 10 players selected in the NBA Draft, including six first rounders.

Izzo has also emerged as a teacher, not only to his players, but also his assistant coaches. Five current Division I head coaches all served as assistants to Izzo.

This past season, Michigan State finished with a 22-12 mark, recording the seventh 20-win season in the last nine years. Of the 15 20-win seasons in Michigan State history, Izzo has been involved in 12 of them, seven as a head coach and five as an assistant. The Spartans played one of the nation's toughest schedules, playing more games against teams ranked in the RPI top 25 (13) and top 50 (18) than any other school in the nation. In fact, MSU recorded four wins against teams ranked in the AP Top 10 at the time of the game, marking the second-most victories against top-10 teams in school history. Michigan State also advanced to the NCAA Tournament for the ninth-straight season, extending the Big Ten's longest active streak and the fifth-longest streak in the nation.

Izzo also had a full summer of 2005. In July, he had the opportunity to play golf with Tiger Woods at the Buick Open Pro-Am. In mid-August, Izzo was one of a select number of coaches at Michael Jordan's Senior Flight School. The summer closed with Izzo traveling to Kuwait to take part in "Operation Hardwood - Hoops With The Troops." Izzo was one of eight coaches and sports personalities coaching 13-member military basketball teams on Camp Arifjan, Kuwait, from Aug. 27-31. Camp Arifjan defeated the other bases to win the championship under the direction of Coach Izzo. It was an experience Izzo would call "life-changing" upon his return to the United States. In fact, he got so much out of the trip that he opted to make a return trip May 23-29, 2006.

In 2000-01, Izzo earned NABC National Coach of the Year and District 11 Coach of the Year honors for leading Michigan State to its third straight Final Four and fourth straight regular-season Big Ten Championship. MSU became just the fourth school in Big Ten history to win four straight league titles. MSU opened the season by winning its first 12 games to establish the best start in school history. On Dec. 25, 2000, the Spartans earned the top spot in The Associated Press Top 25, marking the first time they held the No. 1 position in the AP Poll

since 1979. In Big Ten action, Michigan State posted a 13-3 record to win a share of the league crown. The Big Ten finale vs. Michigan marked Izzo's 100th Big Ten game. Through his first 100 games, Izzo posted a 72-28 mark, the fifth-best record in Big Ten history.

In 1999-2000, Michigan State captured the second NCAA Championship in school history and its third straight regular-season Big Ten Championship, marking the first time in school history, and only the eighth time overall, that a school had won three straight Big Ten regular-season titles. MSU also won at least 30 games for the second straight season, posting a 32-7 mark, becoming just the second Big Ten school to accomplish that feat. The 65 wins over the 1998-99 and 1999-2000 seasons is the greatest two-year total in the history of the Big Ten. The Spartans also repeated as Big Ten Tournament champions.

The 1999-2000 season began with high expectations as the Spartans opened the season among the top three in the national polls. Throughout the season, the Spartans were forced to overcome adversity. But after Big Ten titles in both the regular season and conference tournament, the Spartans were ranked No. 2 in the final Associated Press Poll of the season.

For the second consecutive season, Michigan State earned a No. 1 seed in the Midwest Region of the NCAA Tournament. After disposing of Valparaiso and Utah in Cleveland, Ohio, the Spartans moved on to the Sweet 16 at the Palace of Auburn Hills, Mich., where they recorded come-from-behind victories versus Syracuse and Iowa State. In the Final Four, MSU defeated Wisconsin for the fourth time that season. The Spartans then captured their second NCAA title in school history, defeating Florida, 89-76.

Whereas MSU's success in 1998-99 was expected, the Spartans took the college basketball world by storm in 1997-98. Izzo became the first Michigan State coach to earn Associated Press National Coach of the Year honors while leading MSU to a 22-8 record and a share of the Big Ten title. The Spartans posted a 13-3 mark in conference, earning Izzo Big Ten Conference Coach of the Year honors.

Now in his 24th season as a member of the MSU coaching staff, Izzo has been with the Spartan program since taking a part-time assistant coaching position in 1983. An assistant coach with the Spartans from 1983-86, Izzo left MSU in May of 1986 to become the top assistant and recruiting coordinator at Tulsa. But, on June 10 of the same year, Izzo returned to East Lansing when Spartan assistant Mike Deane left to become head coach at Siena College.

Since then, he has been the catalyst in the resurgence of the MSU program. Regarded as one of the country's top recruiters, he is known as a tireless worker both on the recruiting trail and in the office. His hard work and loyalty were rewarded in July 1990, when Jud Heathcote appointed him associate head coach.

His dutiful efforts were further recognized when, on March 30, 1993, then-MSU Athletics Director Merrily Dean Baker recommended both a one-year contract extension for Heathcote through the 1994-95 season and that Izzo be appointed head coach upon Jud's retirement. The MSU Board of Trustees accepted both recommendations on April 9, 1994.

Izzo originally came to MSU from Northern Michigan, where he had been an assistant from 1979-83. He was named a part-time assistant at MSU in September 1983. When former assistant Edgar Wilson left in November 1983, Izzo became a full-time assistant.

Izzo played guard for NMU's basketball team from 1973-77, and was voted the team's MVP as a senior. He was also a third-team Division II All-America pick that year and established the Wildcat record for most minutes played in a season. Following his graduation from NMU in 1977, Izzo took over as head coach at Ishpeming High School and served in that position for the 1977-78 campaign.

A native of Iron Mountain, Mich., Izzo and former NFL head coach Steve Mariucci were Iron Mountain High School teammates in football, basketball, baseball and track. As college roommates at Northern Michigan, Izzo walked on to the basketball team, while Mariucci did the same with football. Both would go on to earn Division II All-America honors. Despite their busy schedules, they remain the closest of friends. Each year, they co-host a golf tournament in Iron Mountain to raise money for the community.

In October 1990, Izzo was inducted into the Northern Michigan University Hall of Fame and was selected as an inductee into the Upper Peninsula Hall of Fame during the summer of 1998. Izzo is also an active volunteer in the community. Among his many efforts, he is very active with Sparrow Hospital, Coaches Vs. Cancer and the Catholic Social Services/St. Vincent Home for Children in Lansing. Izzo was born January 30, 1955. His family includes his wife, Lupe, 12-year-old daughter, Raquel, and 6-year-old son, Steven.

**"Coach Izzo taught me that you have to be tough in everything you do; that you can't let what other people say or expect from you affect how you act and how you compete. He showed me how hard work and determination allows you to take charge of your situation, both in life and in basketball."**

*Shannon Brown, 2006 NBA First Rounder*

**"Tom Izzo is among the elite coaches in contemporary American sport, period. With his blue-collar approach and his exceptional skills, Izzo has built Michigan State into a national powerhouse, compiling a record and standard of play that most thought impossible. Because of Izzo, Spartan Basketball means all-out effort in pursuing excellence. There is no coach in America I respect any more than Tom Izzo."**

*Jay Bilas, ESPN Basketball Analyst*

# DVD Chapters

Chapter 1	Introduction	Chapter 8	Who You Are (12:27)
Chapter 2	Work Ethic (1:19)	Chapter 9	Giving Back (13:27)
Chapter 3	Above & Beyond (2:54)	Chapter 10	Opportunity (14:37)
Chapter 4	Set Goals (5:00)	Chapter 11	Have Confidence (15:50)
Chapter 5	Handling Failure (7:12)	Chapter 12	Kids Empowered (17:20)
Chapter 6	Game Plan for Life (8:24)	Chapter 13	Measure Success (18:35)
Chapter 7	Comfort Zone (11:04)		

## Table of Contents – Activities

Activities marked with a \* are better suited for younger students, but teachers should make their own judgments.  
Activity marked with a ★ is an essential tool for all groups.

<b>Alphabet Boxes*</b> – For each letter students choose a word that is significant or connected to the main ideas in some way. They may be from the presentation or from their own thinking.	Page 1
<b>Anticipation – Reaction</b> – Students respond to each statement twice; once <u>before</u> the presentation and again <u>afterwards</u> indicating whether they agree or disagree with the statement.	Page 2
<b>Concept Card Sort</b> – Students cut out these words and phrases and sort them in any way that they think is a logical grouping. They should be prepared to explain their groupings.	Page 3
<b>Concept Map: List</b> – Students choose one or more of the concepts from this list for use with the “Concept Map” template.	Page 4
<b>Concept Map: Template</b> – Insert the concept into the central oval in the map and complete the other areas as indicated addressing the questions of What is it? What is it like? Some examples are...	Page 5
<b>Concept Map: Work Ethic</b> – The theme of “work ethic” is already provided as the central concept in the map.	Page 6
<b>Design a Logo for Success*</b> – Make a logo, picture, or icon to represent “success”	Page 7
★ <b>Discussion – Writing Prompts</b> – Use these questions and prompts to reflect either verbally or in writing on Tom Izzo’s message. Questions are provided for an “Informational Interview” also.	Page 8-10
<b>Rate Your Ideas*</b> – Students will examine a list of words / phrases and rate them in terms of: Do not know at all; Think I’ve heard before; Almost know, but meanings are foggy; Know and can use correctly. Then choose one of these that they know well and write a brief description.	Page 11
<b>Really BIG Ideas*</b> – Students choose two words that totally express the ideas they just heard and explain why they chose them.	Page 12
<b>Reflections – Poem*</b> – Key ideas are used to develop a simple poem.	Page 13
<b>Thinking Points*</b> – Students record a <u>question</u> ; visualize something from the presentation & <u>sketch</u> a picture of it; make a <u>connection</u> to their own life; and make a <u>prediction</u> about themselves.	Page 14
<b>Who am I?</b> - Want them to guess who the interview is with <u>before</u> they see and hear it? Some pertinent clues here.	Page 15



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# *Slam Dunk to Success: Alphabet Boxes*

Viewer: \_\_\_\_\_

For each letter choose a word that is significant or connected to the main ideas in some way. They may be from the presentation or from your own thinking.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>
<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>
<b>M</b>	<b>N</b>	<b>O</b>	<b>P</b>
<b>Q</b>	<b>R</b>	<b>S</b>	<b>T</b>
<b>U</b>	<b>V</b>	<b>W</b>	<b>XYZ</b>



*Slam Dunk to Success*  
*Anticipation ~ Reaction*

Respond to each statement twice:  
once before the presentation and again afterwards.

Write **A** if you agree with the statement.

Write **B** if you disagree with the statement.

Before		After
	Success can be harder to handle than failure.	
	You are who you hang with.	
	Kids do not have the power to be successful.	
	Negative situations have negative outcomes.	
	Dream BIG.	
	Failure is okay.	
	Don't do anything out of your comfort zone.	
	You have the opportunity to be who you want to be.	

## *Concept Card Sort*

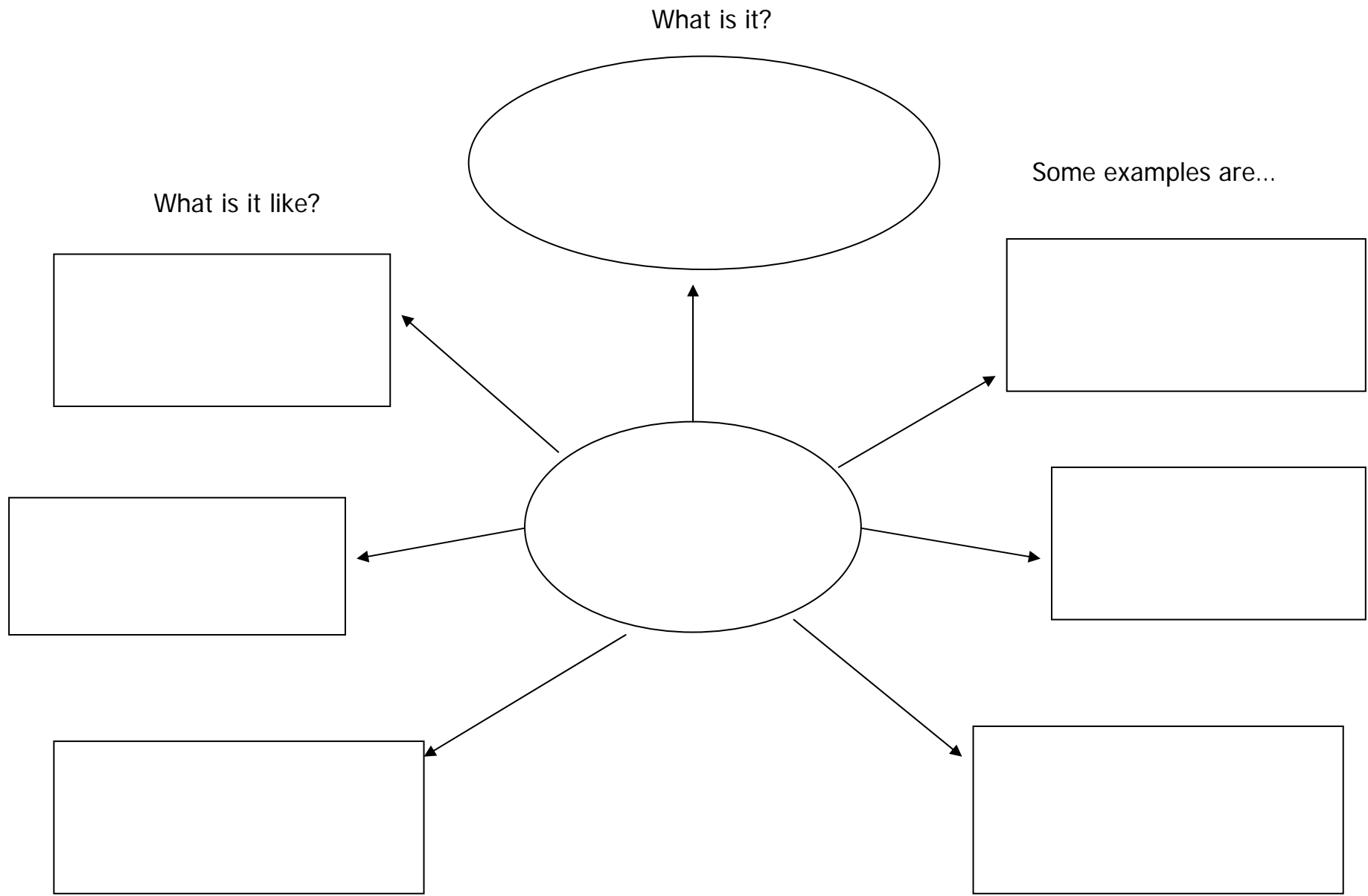
(Cut out these words and phrases and sort them in any way that you think they could logically be grouped together. Be prepared to explain your groupings.)

<b>failure</b>	<b>teamwork</b>	<b>perspective</b>	<b>goals</b>	<b>success</b>
<b>achieve</b>	<b>elite</b>	<b>inspire</b>	<b>negative</b>	<b>opportunity</b>
<b>champion</b>	<b>plan</b>	<b>work ethic</b>	<b>strength</b>	<b>confidence</b>
<b>accountable</b>	<b>problems</b>	<b>comfort zone</b>	<b>accomplish</b>	<b>fear</b>

# Mapping Concepts

(Use one or more of these concepts with the "Concept Map" template.)

Work Ethic	Career Development	Blue Collar
Comfort Zone	Leadership	Mistakes
Failure	Accomplishment	Opportunity
Success	Challenge	Perseverance
Rejection	Power	Happiness
Pride	Determination	Fear
Courage	Accountability	Teamwork
Beliefs	Positive Thinking	Goals
Champion	Elite Player	Exceptional
Essential Skills	Plan	Problem Solving
Technical Skills	Transferable Skills	Positive Environment
Great Leaders	Self-discipline	Going Above & Beyond

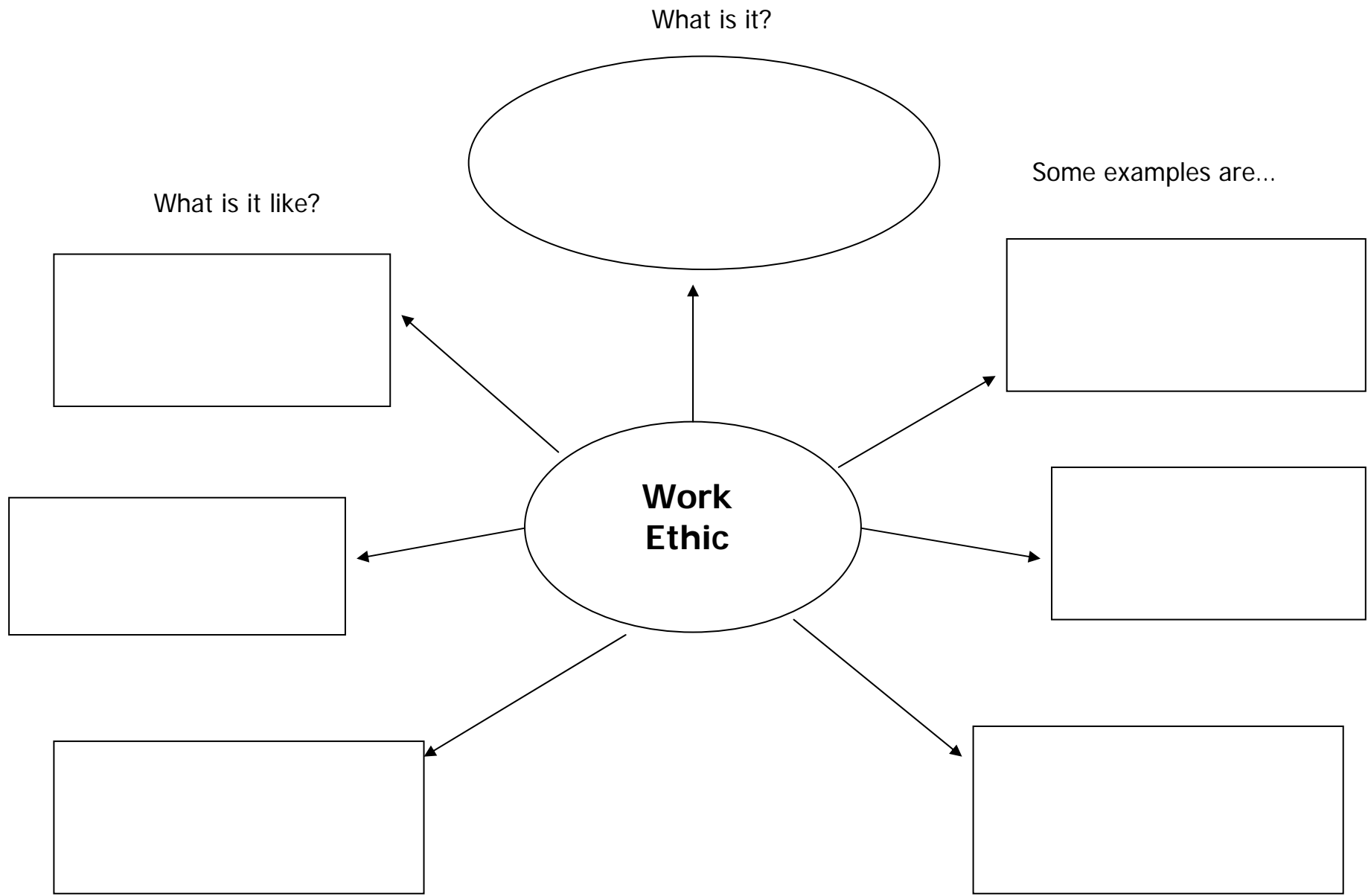


What is it?

What is it like?

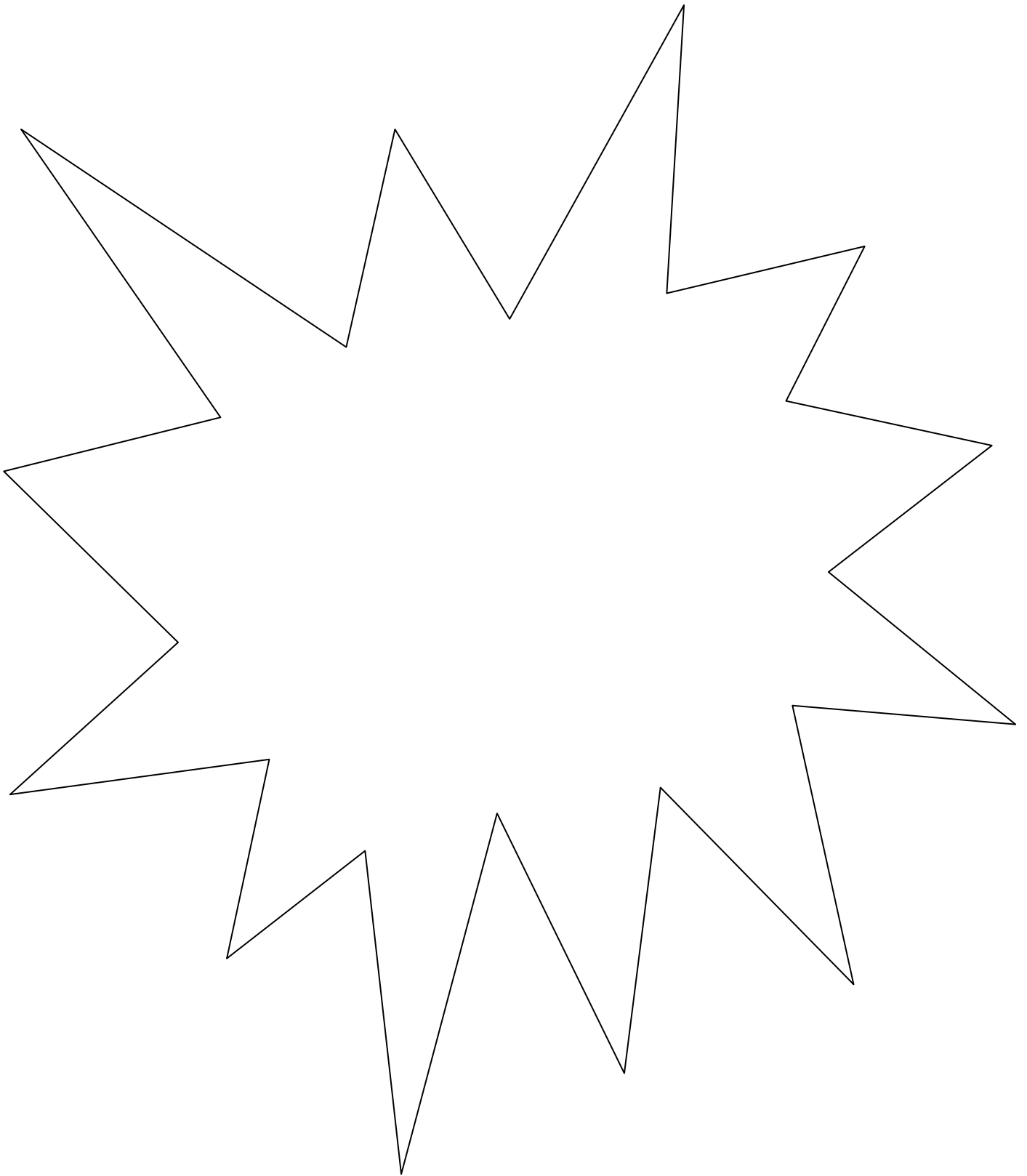
Some examples are...

*Concept Map*



*Concept Map*

*Design a Logo for SUCCESS !!!*





## *Slam Dunk to Success*

Reflect on Tom Izzo's message...

(Use these as discussion or writing prompts.)

- Can you explain what it means to have a “good work ethic?” (Chapter 2)  
What kinds of activities can you get involved in to help you develop a good work ethic?  
How can you practice the development of work ethic in your day-to-day activities?
- What does the term “blue collar profession” mean?  
NOTE: The term derived from the traditional uniform of the industrial workplace which was often blue. It is a descriptive term that has come to be associated with those who work as manual laborers in industrial work or in the skilled trades. The term is often associated with conservative values and represents work ethic and the dignity of labor. For more about the history and meaning of the term “blue collar” go to Answers.com and type “blue collar” into the search box.
- What does it mean to put forth a “championship effort?” (Chapter 3)  
How does that relate to work ethic?  
Give an example of putting forth a championship effort...  
as a STUDENT                      as a CITIZEN  
as a WORKER                      as a LEADER
- What makes an elite leader? (Chapter 3)  
Who do you know that you would consider to be an elite leader? Why?
- Why would it be important to set goals? (Chapters 4 & 6)  
How should you go about developing a plan to achieve those goals?  
What “game plan” can you incorporate into your own life?
- What is important to remember about making mistakes & failure? (Chapter 5)  
Describe a time when you failed at something or had disappointing results.  
What did you learn from this experience?
- Have you ever tried something that was outside your comfort zone?  
What was it and what did you learn from it? (Chapter 7)  
When would it NOT be a good idea to do something outside of your comfort zone?
- What have you done to “give back” to your community? (Chapter 9)  
What activities could you be involved in to give back to the community?  
Why is giving back important? What are the benefits?

- Do you believe that opportunities should come to you, or do you think you can make your own opportunities? (Chapter 10)

In what ways could you create opportunities for yourself?

- Being “accountable” means taking responsibility for your decisions and actions (Chapter 11)

When and how have you demonstrated accountability in your life?

In what areas could you improve your accountability? How would you do it?

- Do you believe that you are empowered to be successful? (Chapter 12)

In what ways can you help yourself to be successful?

- What does it mean to lose perspective about something? (Chapter 13)

What can you do to “stay rooted” in the real world and regain your perspective?

- How do you define or measure success? (Chapter 11)

Did you change your ideas about success after listening to Coach Izzo’s beliefs about success? If so, in what ways?

- What one or two attributes should you develop most to be successful?

Do you think you have developed these attributes already? On a scale of 1 to 10 (1 = not very developed, 10 = very developed), how would you rate your progress in developing your top two attributes for success?

## Finish the sentence...

- This presentation reminds me of a time when...
- My attitude about ... has changed because...
- A big question I have for this coach is...
- One part I really liked was...
- Something I found surprising is...
- The connections between these lessons and my life are...
- When the coach gave the description of ... it made me feel...
- I am most like Tom Izzo...
- A big idea I got from this presentation is...
- I really like the way the coach...
- In my opinion the quality that is most important for success is...
- What seemed most believable (or unbelievable) to me is...
- I wonder about...
- I am confused about...
- I learned...
- I wish...

## Informational Interview

You can conduct an informational interview with someone in a career area that interests you or perhaps just someone whom you regard as successful. Questions could include...

Have you ever made a big mistake or failed at something you tried?

Did this experience teach you something or make you better in some way?

Was your road to success easy or did it require hard work?

Did you have a special mentor who guided you / supported your development?

What are your responsibilities and what is a typical day like for you?

What guided you into this profession?

Was there an internship or apprenticeship involved in preparing for your career?

What experiences and education helped you the most?

What are your rewards & frustrations / likes & dislikes?

What are the skills you use the most?

Have skills from a previous career area transferred into this career?

Were there any unpaid / volunteer learning experiences that contributed to your success?

Is there anything you would have done differently?

Is there another career area you'd like to pursue someday?

Did you have a back-up plan in case your first plan didn't work out?

What is the single most important piece of advice you would give to someone who wants to enter into this field?

Some of my own questions are...

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# Slam Dunk to Success ~ Rate Your Ideas

A = Words/phrases you do not know at all

B = Words/phrases you think you have heard before

C = Words/phrases you almost know but meanings are foggy

D = Words/phrases you know and can use correctly

Words/phrases	A	B	C	D
success				
elite				
blue collar				
failure				
work ethic				
attitude				
empowered				
accomplish				
opportunity				
comfort zone				

Choose one of these that you know well and write a brief description:

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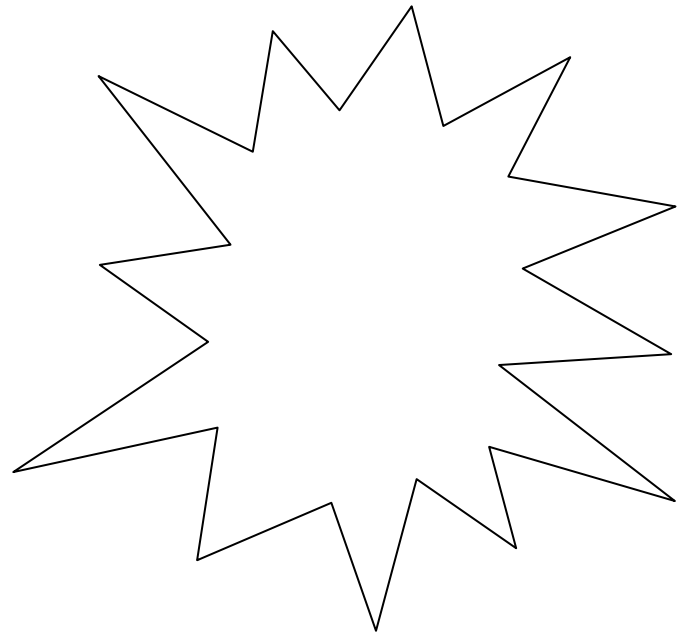
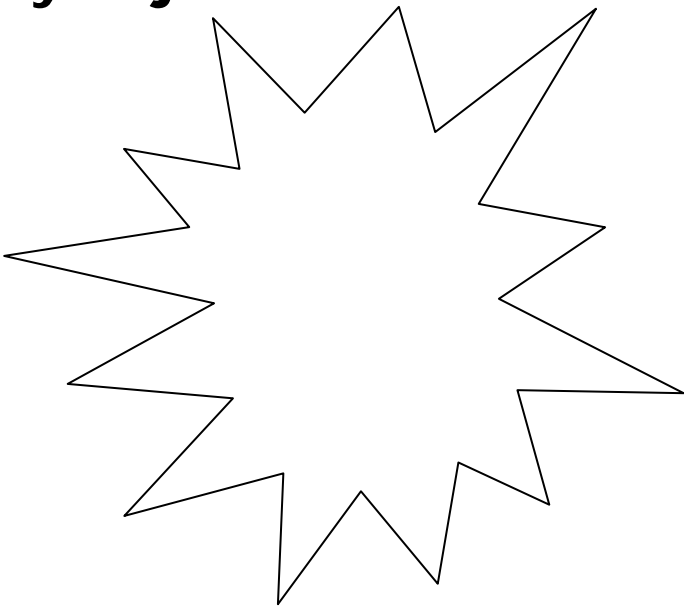
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# *Really **BIG** Ideas...*

**Choose two words that totally express the ideas you just heard...**



I chose these words because...

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# *Slam Dunk to Success ~ Reflections*

Key ideas:

## *Become a Poet !*

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(One word about a main idea.)

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(Two words describing the main idea.)

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(Three words telling a problem connected to the main idea.)

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(Four words about a solution.)

Name \_\_\_\_\_

## *Slam Dunk to Success ~ Thinking Points*

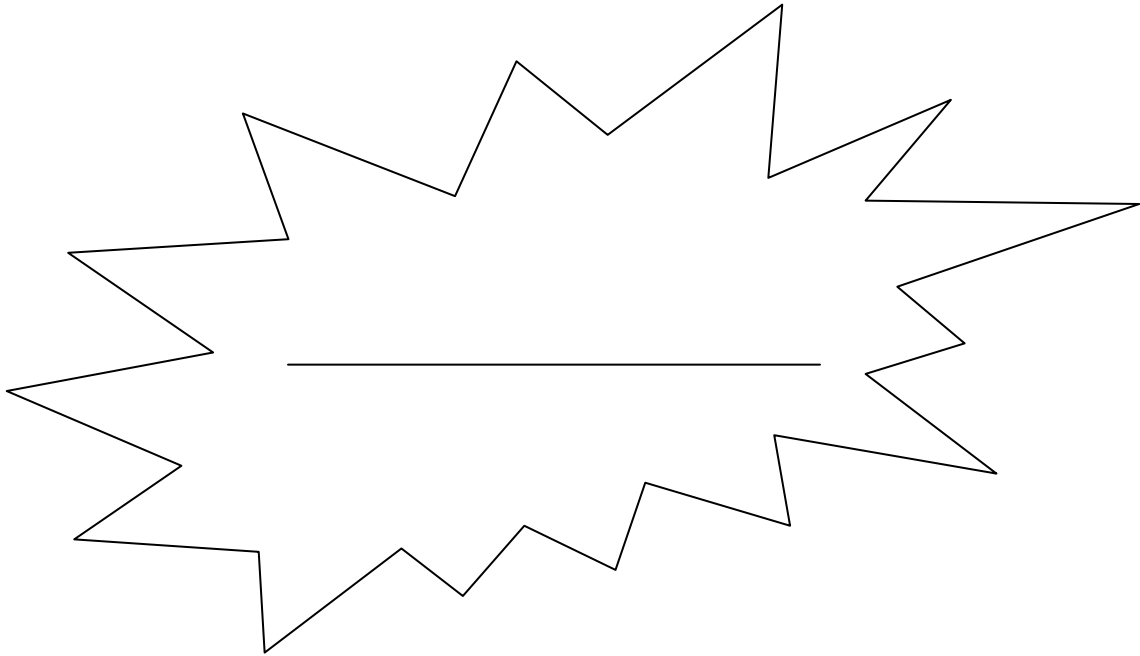
Record a **question** you have:

**Visualize** something from the presentation.  
Sketch a picture:

Make a **connection** to your own life:

Make a **prediction** about yourself:

# **?? Who Am I ??**



**I was born in Michigan's Upper Peninsula.**

**Sports is my passion.**

**I've played golf with Tiger Woods.**

**Coaching is my present career.**

**My basketball team won a national  
championship in 2000!**

**Our school colors are green and white.**

**Steve Mariucci is my best friend.**

**East Lansing is my home right now.**

# Tom Izzo Quotes

Note: ( ) = the DVD chapter from which the quote was derived.

"I started working when I was very young because my father owned his own business and that ended up being a plus for me." (2)

"To develop a good work ethic is important in anything we do. I don't think there's anything from how you deal with your family, to how you deal with your work, to how you deal with your friendships with other people that you don't have to work at it. So work ethic is at the top of my list." (2)

"One of the greatest things that happened to me is becoming a graduate assistant---the lowest man on the totem pole---and working my way up." (2)

"You have to do things beyond what everybody else is doing if you're going to be the best at what you want to be." (3)

"Great players play great. Elite players make other players play great. Elite leaders are those that can drag others with them---that is a special quality." (3)

"I want to do something that leaves a footprint here." (3)

"I've always been goal-oriented and usually the goals have been dreams. First you have to dream it and then you achieve it. At the same time, if you're just dreaming about the pie in the sky and you don't have the work ethic to accomplish those dreams you're not going to fulfill it either. So I think it's all a process and the first part of the process is to dream big...and don't be afraid to fail." (4)

"Some of the biggest losses I've had as a player, as a coach, or in life in general have probably taught me the greatest lessons." (4)

"If you've never failed, you've probably never tried anything that is exceptional." (4)

"People are taught that failing is such a negative and it's really not, it's all in how we handle it. Not whether we do or not, it's what we do after it happens." (5)

"There has to be a plan and so often nowadays everybody wants a quick fix, snap your fingers it's going to happen today---that's not a good plan." (6)

"Let's shoot for the moon and even if we fall short we land among the stars." (6)

"I have a teaching degree...I always think you have to have something to fall back on, but I believed in what I wanted to do. If you believe in what you want to do and you'll still work at what you want to do, there is no time table. Now I wouldn't advise people to just dream things they don't want to work for." (6)

"Many times I've had to leave my comfort zone. I grew up in the U.P. and all of a sudden I'm in the inner city schools in Detroit or Chicago and that wasn't my comfort zone." (7)

"We have a tendency not to want to try because we're so afraid of failure. It's OK to fail; it's OK to struggle; it's OK to not be successful the first try. What is unacceptable is to not try." (8)

"You are who you hang with, as they say, and so you've got to surround yourself with good people that have similar goals as you." (8)

"I've gotten a chance to win a National Championship. I've gotten the chance to play in numerous Final Fours. This summer I even had a chance to play golf with Tiger Woods. But I can't think of anything that's been more rewarding in my life than to go back to Iron Mountain and give back to the young kids that are there; to take my players back to the local hospital and do something with kids that are less fortunate...to go to Kuwait on a good will mission for the soldiers that are over there...One thing I've learned in my life is that giving is much more fulfilling than getting." (9)

"Sometimes you make your own breaks---you make your own opportunities." (10)

"Learn how to listen, then listen to learn." (10)

"It's our job as leaders to be accountable and to hold people accountable. But first you have to be accountable." (11)

"If I could say to young kids in school, 'what should I do most to become successful? What one thing?' I'd say work ethic. If it's number two, I'd say be accountable. If you can have work ethic and be accountable for the situations you are in, there is no way you will not be successful." (11)

"I think kids are totally empowered." (12)

"I really don't care where you're from; I care (about) where you want to go." (12)

"Success is not measured by a paycheck. I don't even think it's measured by what's been accomplished outwardly---it's what's been accomplished inwardly." (13)

"I live in Disney World here. Everybody admires you for what you've accomplished; you're on TV; you're doing all these things, but it's not a real world. It's not one that's going to last forever. It's just a short stop---it's Disney World. And I want to make sure that I don't forget what the real world is. The hospital is the real world. Kuwait is the real world to me. The U.P. is the real world to me...It's a way to stay grounded. We can lose perspective. Winning you can lose perspective; losing you can lose perspective; succeeding; failing---you can lose perspective on what it really is." (13)

"You have the opportunity to be who you want to be! I used to listen to people tell me that when I was a kid, 'You can be whatever you want to be'—yeah right---I want to be President of the United States. I want to be the basketball coach of Michigan State. Guess what? I got to live my dream!" (13)

# Credits



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