



**ETA356, Inc.**  
Excellence Thru Athletics

## 4 MOST POWERFUL WORDS A COACH CAN USE



### Show Notes

2:00 How a little girl and a tennis ball sparked The Culture Code

9:30 Greg Popovich's does two things: he tells you the truth and he loves you to death

12:00 Pound the Rock

18:30 What is safety and why do great cultures need to have it?

27:00 The four most important words a leader can say

37:00 Culture is fully within our control

44:30 The myth of cultural fit?

**WOC #61: DAN COYLE, NYT BESTSELLING AUTHOR OF THE TALENT CODE AND THE CULTURE CODE, ON THE FOUR MOST POWERFUL WORDS A LEADER CAN SAY, AND OTHER SECRETS OF HIGHLY SUCCESSFUL TEAMS**

**Hosted by John O'Sullivan**

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