

“WHAT IT TAKES TO BE NUMBER ONE”

“Winning is not a sometime thing; it’s an all-the-time thing. You don’t win once in a while, you don’t do things right once in a while, you do them right all the time. Winning is a habit. Unfortunately, so is losing...”

“It’s a reality of life that men are competitive and the most competitive games draw the most competitive men. That’s why they’re there—to compete. They know the rules and the objectives when they get in the game. The objective is to win—fairly, squarely, decently, by the rules—but to win.

“And in truth, I’ve never known a man worth his salt who in the long run, deep down in his heart, didn’t appreciate the grind, the discipline. There is something in good men that really yearns for, needs, discipline and the harsh reality of head-to-head combat.

“I don’t say these things because I believe in the ‘brute’ nature of man or that men must be brutalized to be combative. I believe in God, and I believe in the human decency. But I firmly believe that any man’s finest hour—his greatest fulfillment to all he holds dear—is that moment when he has worked his heart out in a good cause and lies exhausted on the field of battle—victorious.”

Excerpt from speech by Vince Lombardi