

Apply 'Do Your Job' in the workplace

Whether you like the team—or sports, in general—or not, there's no denying that the New England Patriots are and have been a dominant team in the NFL for some time now.

That success, including 15 consecutive seasons with a winning record and four Super Bowl titles, has largely to do with Bill Belichick's "Do Your Job" philosophy. Here's how you can rev up the philosophy in your workplace:

Communicate the goal—and how you will reach it. Belichick is notorious for eliminating clutter and focusing on the next opponent (Remember his infamous "We're on to Cincinnati" incident after the Patriots were pummeled by the Chiefs on Monday Night Football?). Create laserlike focus by providing employees with the vision—and then an airtight plan to help them execute that vision.

Establish clear expectations for everyone. Belichick repeatedly stresses that if all members—from the long snapper to the starting quarterback—do their job, the team has a chance to win. Once you reveal the plan, also provide members with actionable items they must all complete in order for the team to execute the plan.

Provide feedback often. Stories of Belichick's intense film and coaching sessions are legendary. He is quick to show people—even his superstars—what they did wrong and how they can improve. As proven, his players respond positively to it. Always look for ways to create learning opportunities for your employees.

Make it about the team. Years ago, during Super Bowl XXXVI, the heavy underdog Patriots chose to be introduced as a team, rather than individually, which was standard practice. Since then, Belichick has proven that no one player is bigger than the team, and his players toe the line. No team fosters the "next-man up mentality" more so than the Patriots.

— Adapted from ["How Bill Belichick's 'Do Your Job' Mantra Applies to Leadership,"](#) James Kerr, Inc., www.inc.com.