



DONNIE **MAIB**

UNIVERSITY OF TEXAS

**“Combating Complacency”**

Twitter: @coachdonnie

MAY 28th, 1987



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## Combatting Complacency

Our Greatest Threat  
to Success



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SATISFIED?



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WHAT IS IT?

- Complacency is almost always a product of success or perceived success
- Complacency can live on long after success has disappeared. Perceptions do not have to be accurate
- Complacency is content with the “status quo”
- Complacency is afraid of the personal consequences of change

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Status quo, you know,  
is Latin for 'the mess  
we're in'.  
Ronald Reagan

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## HOW DOES IT HAPPEN?

- Do not look for new opportunities or hazards
- Pay more attention to what's happening internally
- Tend to move at 30 mph when 60 mph is needed
- They rarely initiate or truly lead
- Most of all they do what has worked in the past

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**COMPLACENCY  
IS OUR WORST  
ENEMY.**

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“The complacency of fools  
destroys them”

Proverbs 1.32-33

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“It’s basically the human  
condition to get  
satisfied with success.  
There’s a lot of books  
written  
on how to be successful.  
There’s a lot of books  
written on how to stay  
successful.”

*Nick Saban*  
*Associated Press Interview*



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**THE MOST  
DANGEROUS  
PHRASE IN OUR  
LANGUAGE IS  
"WE'VE ALWAYS  
DONE IT THIS  
WAY."**

- GRACE HOPPER

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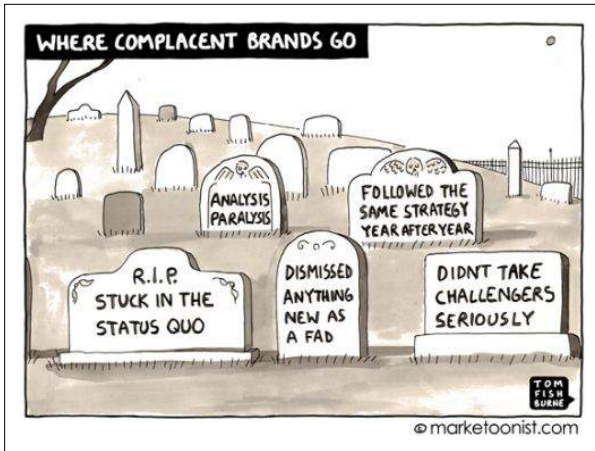
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# STRATEGY

1. **CREATE** Urgency
2. **CHALLENGE** the Status Quo
3. **CAUSE** a Ruckus
4. **COMMIT** to a Culture of Excellence
5. **CALL** Outside People In

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You can never get complacent because a loss is always around the corner.

Venus Williams

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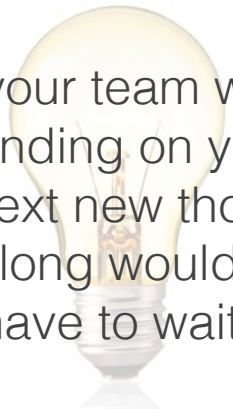
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If your team was depending on you for the next new thought, how long would they have to wait?



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## CAUSE A RUKUS

*ru-k-us* [noun]: a commotion caused by doing something new, noteworthy or remarkable.



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*The status quo is there to douse potential fires.  
You are here to start them.*

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# culture

- WHAT YOU CREATE
- WHAT YOU ALLOW

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COACHES DO TWO THINGS:

**HELP** - doing something for someone they can't do for themselves.

**ENABLE** - doing something for someone they could and should be doing for themselves.

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CALL



**THE OUTSIDE IN**

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*make it better*

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Connect:



@donniemaib



@coachdonnie

[coach@donniemaib.com](mailto:coach@donniemaib.com)

[www.donniemaib.com](http://www.donniemaib.com)

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THANK YOU!



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