



JIM HARSHAW.net

You Can't Get Pinned When You're on Top

Wrestling with Greatness Podcast

Action Plan Episode #36

Bob Bowsby

One of the most respected athletic administrators in the country, Commissioner Bowsby was the director of athletics at Northern Iowa, Iowa and Stanford. In 2012, he was named Commissioner of the Big 12 Conference. During his tenure with the Big 12, he negotiated one of the most lucrative television deals in college athletics history and was a integral in the formation of the College Football Playoff. He's also served on the US Olympic Committee, as Chairs of the NCAA Wrestling and Basketball Committees and as president of the NCAA Division I-A Athletics Directors' Association. A native of Waterloo, Iowa, he attended Minnesota State University at Moorhead where he was a 4-year letter winner in wrestling, team captain and conference champion.

Quotables:

- On the educational value of college athletics:

"We're here to help 18 year old adolescents become 22 year old adults."

"If we go down the path of creating an employee-employer relationship with football or men's basketball players or anyone else, we'll have forever lost our way. This is an educational undertaking."

"It's about learning how to respond when you're disappointed and when you're not as successful as you would have liked to have been. It's about picking yourself up and dusting yourself off. It's about renewing the hunt for excellence."

Daily habits: Interestingly, Commissioner Bowsby didn't mention any habits in particular but when I dug deeper I realized that there are likely two habits that help him succeed:

1. List making: He makes lists and priorities.
2. Working out: He works out daily.

Leadership: I sense that Commissioner Bowsby is a strong leader. He discussed his efforts to help lift others up in their roles so that the organization can be successful. He also emphasized his desire to communicate priorities to others so that they are focused on the right things.

What would you tell your 20 yr old self?

"I would try to be more engaged in my kids' day-to-day lives."

Recommended book: *Team of Rivals* by Doris Kearns Goodwin

Websites:

<http://www.big12sports.com/>

<https://twitter.com/Big12Conference>

<https://twitter.com/BobBowsby>