



Electric Boat Management Association (EBMA)

Lessons From Lasso

Tune in on how you can take lessons from this fictional character and apply it to your world. *Lead It Like Lasso* by Marnie Stockman and Nick Coniglio break down the leadership approach of Ted Lasso from the show *Ted Lasso*.

You do not have to read the book to participate, but it is highly encouraged.

You can purchase the book here: [Lead It Like Lasso: Stockman, Marnie, Coniglio, Nick: 9781646493715: Amazon.com: Books](#)

When Ted Lasso was hired as the new gaffer (coach) for AFC Richmond, the team, the town and the entire country made it no secret that they thought he was just clueless. But it was clear, even early on, that Ted knew a thing or two about being a good leader. It's not about the wins and losses, but about helping others become the best versions of themselves.

Much like *Ted Lasso* the show, *Lead It Like Lasso* takes an entirely different approach to leadership. The foreword alone will shock you. The lessons outlined are not just for business leaders. Rule #1: Leadership is Life! These tools can be applied in the board room, the locker room and the living room.

You might want to have a pencil (or your own whiteboard) on hand to work through the activities:

- Define your core values and learn how culture impacts your ability to level up
- Create a clear vision and purpose for your life to reach your goals
- Build your own personal operating system and communication guide
- Adopt effective communication strategies to build your network
- Envision your legacy and outline a plan to make it happen

This not your grandmother's leadership book. Heck, it isn't even Ted's grandmother's leadership book. This book feels like having your own personal Ted Lasso breaking down leadership lessons in a way that will make you smile, inspiring action you can take right away.

If you are interested in signing up for this workshop or have any questions, please reach out to EBMA Management Development Director, [Lexi Byrd](#).