

Only One Talent Coach Works With Eight Morning Shows in the Top Ten Markets!

# Planet Reynolds

## We Create Personality Radio

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Issue #12

Apr 15, 2010



## Why Duke Always Wins And The Lesson For Morning Shows



Duke just won its fourth national basketball championship. I know why and what it means to the success of your morning show. Living 20 minutes from Duke, and having met him several times when I was on the air here in Raleigh, I know that Coach K focuses first every season on only one thing, and it has nothing to do with basketball. He says he only works on making his team care about one another. It's that elusive quality called "chemistry" he believes is the "X Factor" to success. He goes on to say that if he can get his team to trust and care about one another, they'll win. And he's right. When I start working with a new morning show, I'm not only listening to what they do on-the-air, but when I meet and talk with them, my radar is up for the one thing I believe can most efficiently hinder their growth: dysfunction. If it exists, we can't move on as a group and head in the same direction unless it's cleared out of the arteries. With trust and communication everyone works harder because they want everyone else to succeed, too. In this day when every manager is stressed, the one thing most apparent to me as do this work is to give up my most precious commodity to shows; my time. The more I listen to them, the better I understand what drives them to succeed (and for everyone that's different). The better position I am in to solve any internal issues that will truly step in the way of growth, the better we all are. I recently spent a day with a major market show I love working with. We spent a bulk of our time talking through and solving some dysfunction that had crept into the room. A greater appreciation for every cast member came from this conversation. While I can't tell you who this is, I will make this bold prediction: they will own the ratings very soon because of it.



Steve Reynolds

The Reynolds Group coaches morning shows to better connect with their audience. Focusing on the demo and challenging them to develop fun, relevant content and entertaining ideas makes more people want to tune it!

Am just coming off a week's vacation. When I take time off, I like watching the Today Show. It's designed just like a successful morning show. A group of interesting folks who wake me up. In Matt, Meredith, Al, and Ann, my perspective is almost always represented. Two things grabbed me when I watched: these are highly likable people. You can't win in the morning without likable people being at the center of your cast. In the morning, consumers want to be around "likable". I also learned that Meredith, just coming off a break herself, had gone to look at colleges with her daughter. How many moms connected in this moment with her? If your show can't connect with real folks (aka "the audience"), they can't win either.

## Butler's Turn...

The same thing Duke's Coach K works on (box to the left), Butler Coach Brad Stevens does, too. Building a team centered around respect first. This captured me in an article after they'd beaten a much higher ranked team in the tournament. The score was tight, it was the end of the game, and he'd called a time out. A player was asked what was said during it. Player: "All coach told us in the time out was that he believed in us, he loved us, and to go win the game." Which they did. The more the shows I work with know I care about them, the harder they work.