

Biography



Don Shula Author, Speaker

One of the most prestigious figures in the history of professional football, Don Shula represents the ideal model for success in coaching, as well as in business and life. With a total of 347 career wins, he is the “winningest” coach in football history, and is the only coach to ever achieve a perfect season in the NFL.

With over 30 years of NFL experience, Mr. Shula blends his extensive coaching knowledge and principles with his gift for storytelling to create an extremely memorable speaking engagement. He translates the philosophies gained in his on-the-field coaching successes into powerful secrets that are highly valuable within both the business and personal arena.

A top-ranked motivational speaker, Don enjoys sharing a lifetime of secrets to success and meeting challenges, both as a sportsman and businessman. His speech “You Can Inspire Anyone to Be a Winner” explores the principles of goal setting, motivation, teamwork, and honesty that are the basis of *Everyone’s a Coach*, the book Don Shula coauthored with Ken Blanchard.

Along with his football responsibilities, Don has always given considerable time and financial and emotional support to many charities. The Don Shula Foundation was established as a tribute to his late wife, Dorothy, to assist breast cancer research. He has also been active in the American Cancer Society, March of Dimes, American Red Cross, the United Way, and Catholic Charities.

Don graduated from John Carroll University and holds honorary doctorate degrees from John Carroll, St. Thomas University, the University of Miami, and Florida Atlantic University. Because of his successes on the field and his long-time civic and charitable service, Mr. Shula has received countless awards recognizing his contributions, including the Sports Illustrated Sportsman of the Year Award, the Lombardi Award, and the Pete Rozelle Award.

Clients:

Pink Elephant Inc., DIRECTV, The Ryland Group, Inc., The Terminix International Company, United Fresh Fruit & Vegetable Association, RTN Business Group

Testimonials:

“Judging from the standing ovation and the number of questions Coach Shula received at the end of his remarks, I’d say he was a hit.”

—Caroline Leach, Manager of Employee Communications, DIRECTV

“Your mix of personal experiences with the reality of coaching certainly made it memorable, inspiring, and educational.”

—Albert Cantu, President, The Terminix International Company

“Your motivational presentation was a true inspiration to our audience and we greatly appreciate the time and effort you contributed to the entire event. The response from the attendees has been extremely positive and, obviously, your contribution was an integral part of the success of the program.”

—Victoria Kuhns, Senior Director of Education Programs, United Fresh Fruit & Vegetable Association

“Everyone who worked with Coach Shula quickly realized why he had such tremendous success on the football field. His attention to detail, ability to work with a diverse group of people, and his strong knowledge base was quite evident. Don Shula represents and epitomizes what we all expect and want a coach and presenter to be, a true gentleman and professional.”

—Christine A. Rohe, CEO, RTN Business Group

Don Speaks On:

Everyone’s a Coach

You can inspire anyone to be a winner