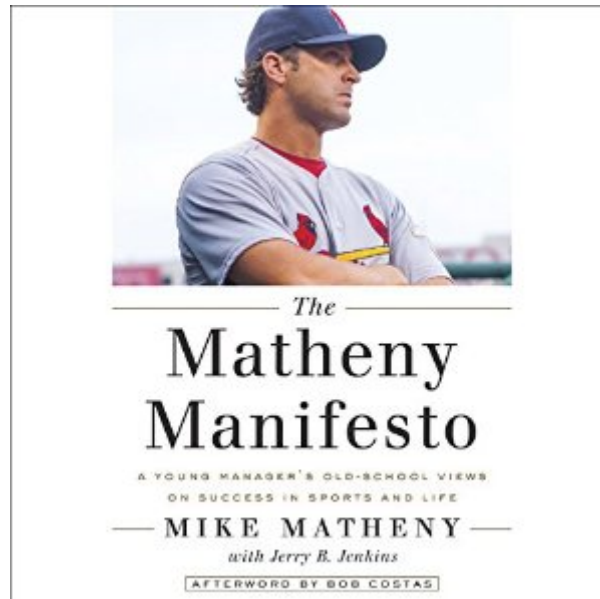


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# The Matheny Manifesto: A Young Manager's Old-School Views On Success In Sports And Life



## Synopsis

"Nothing worth doing right is easy." - Mike Matheny

Mike Matheny was just 41, without professional managerial experience and looking for a next step after a successful career as a Major League catcher, when he succeeded the legendary Tony La Russa as manager of the St. Louis Cardinals in 2012. While Matheny has enjoyed immediate success, leading the Cards to the postseason three times in his first three years, people have noticed something else about his life, something not measured in day-to-day results. Instead, it's based on a frankly worded letter he wrote to the parents of a Little League team he coached, a cry for change that became an Internet sensation and eventually a "manifesto." The tough-love philosophy Matheny expressed in the letter contained his throwback beliefs that authority should be respected, discipline and hard work rewarded, spiritual faith cultivated, family made a priority, and humility considered a virtue. In *The Matheny Manifesto*, he builds on his original letter by first diagnosing the problem at the heart of youth sports - hint: it starts with parents and coaches - and then by offering a hopeful path forward. Along the way, he uses stories from his small-town childhood as well as his career as a player, coach, and manager to explore eight keys to success: leadership, confidence, teamwork, faith, class, character, toughness, and humility. From "The Coach Is Always Right, Even When He's Wrong" to "Let Your Catcher Call the Game," Matheny's old-school advice might not always be popular or politically correct, but it works. His entertaining and deeply inspirational book will not only resonate with parents, coaches, and athletes, it will also be a powerful reminder, from one of the most successful new managers in the game, of what sports can teach us all about winning on the field and in life.

## Book Information

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## Customer Reviews

In his book, *The Matheny Manifesto*, Mike Matheny shares his thoughts on coaching baseball. I've coached youth softball for a few years, and have a few years to go. From that aspect I found this book outstanding. But, more importantly I think, it is just as good from the perspective of a parent, regardless of whether that parent has ever coached anything. Mr. Matheny's own parents and coaches believed that character is more important than winning. And he, in turn, wants to pass that on to those he coaches, whether they are on his youth baseball team or in the major leagues: "Our role as coaches is not just to build up the scoreboard but also to build up our players so that they become character-filled leaders who will have an impact on those around them." Matheny writes a lot about his own baseball career. His book goes back and forth between sports biography and coaching philosophy. To me, his most interesting stories are from his days at home, when he and his brothers played outside until after dark. (His dad put lights up in the yard so they could keep on even after the sun when down.) Least interesting are the stories from the major leagues. But all of the stories get back to the same theme: instilling values through sports. What I most appreciate is the straightforward advice to parents, advice which Matheny reinforces with stories of the kind of dad his own father was: "My dad would put in long hours operating heavy machinery. He'd come home covered with dirt, and you could tell all he wanted to do was get cleaned up and relax. But he would always grab a glove and go play catch with me and my brother or throw batting practice for us. He never turned us down."

NOTE: I was sent a pre-release review copy of *The Matheny Manifesto* with no expectation of review. However, I was so impressed with the book, I knew I would write a review in hope that more people would be exposed to his philosophy and principles of coaching and life. I was pleasantly surprised by *The Matheny Manifesto* by Mike Matheny. I was sent a review copy, but the book is not of a genre I would usually read. However, since the publisher was kind enough to send me the book, I decided I would read it. I assumed the book was a biography. While Matheny uses experience from his journey through baseball to illustrate how his coaching style has been formed and shaped, the book really isn't a biography. The book outlines Matheny's view on coaching, youth sports, parental involvement, and what it means to be successful in sports and life. I have not followed baseball since around 1990 or so. Some of the names Matheny refers to were familiar, but many were not. Knowing more about the sport would have been helpful, but knowledge of current

baseball players isn't needed. So, do not think you need to be a baseball fan to enjoy this book. I highly recommend this book to anybody who has kids or grand kids in sports, coaches who want to win with class, or anyone who is interested in how Matheny was able to incorporate his faith in his coaching. Matheny is spot on in his assessment of how we play sports, teach sports, and watch sports. We need more coaches and parents who embrace his "Manifesto" and the way he approaches coaching and sports. The section concerning umpires had the greatest impact on me. I am not always quiet when I sit in the stands and if I believe the ref missed something, I will let him or her know.

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