



1

Welcome, Michael Lombardi!

Michael Lombardi is a former General Manager and three-time Super Bowl-winning executive, after 30 years working for the New England Patriots, San Francisco 49ers, the Oakland Raiders, and the Cleveland Browns. Lombardi is also a best-selling author, as his 2018 book, *Gridiron Genius* based on his experience working alongside NFL legends. Lombardi is the only person who has been to a Super Bowl, with Bill Walsh, Al Davis and Bill Belichick during his career. He is now the General Manager of the University of North Carolina football program.

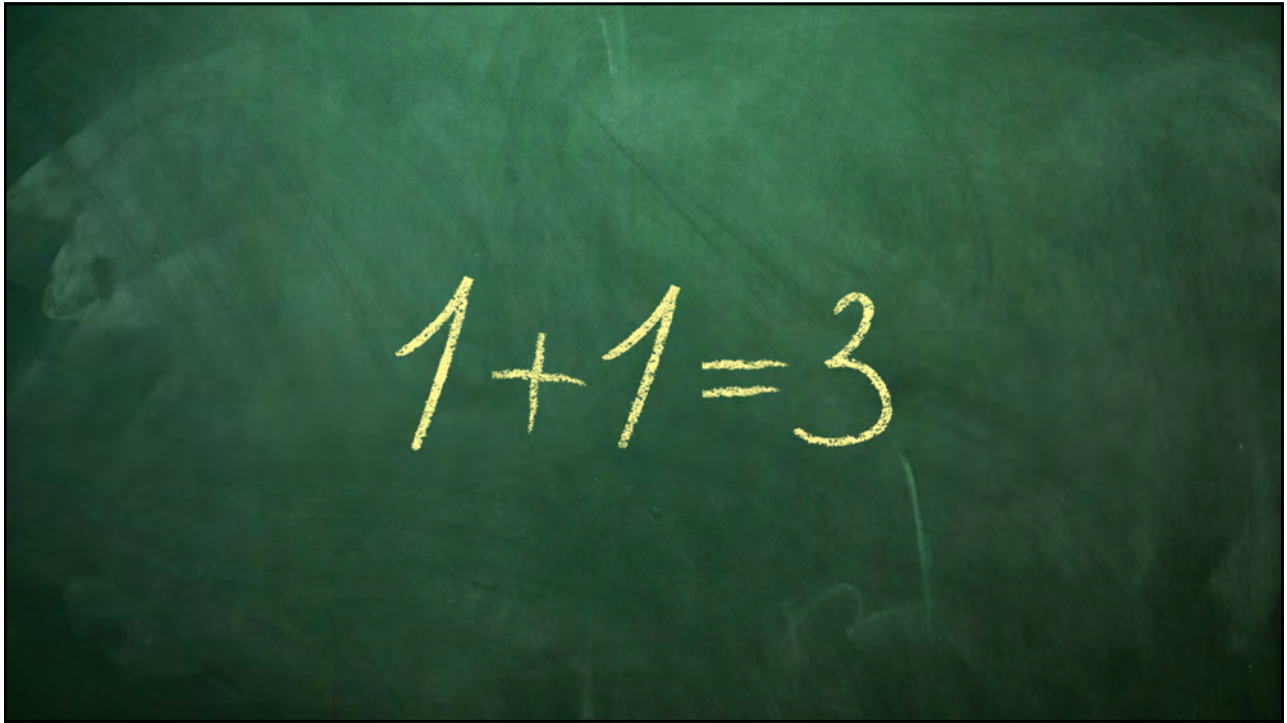
2



3

This promotional graphic features a book cover for "Gridiron Genius" by Michael Lombardi, with a foreword by Bill Belichick. The book is set against a background of a football field with a large football in the foreground. To the right of the book, a quote by Bill Walsh is displayed: "If we are all thinking alike, no one is thinking." Below the quote is a circular portrait of Michael Lombardi. At the bottom right, his name and credentials are listed: "Michael Lombardi, 3X SUPER BOWL CHAMPION, ADVISOR | ANALYST | AUTHOR | SPEAKER". Social media icons for Instagram and Twitter are shown next to the handle "@MLOMBARDINFL".

4



5



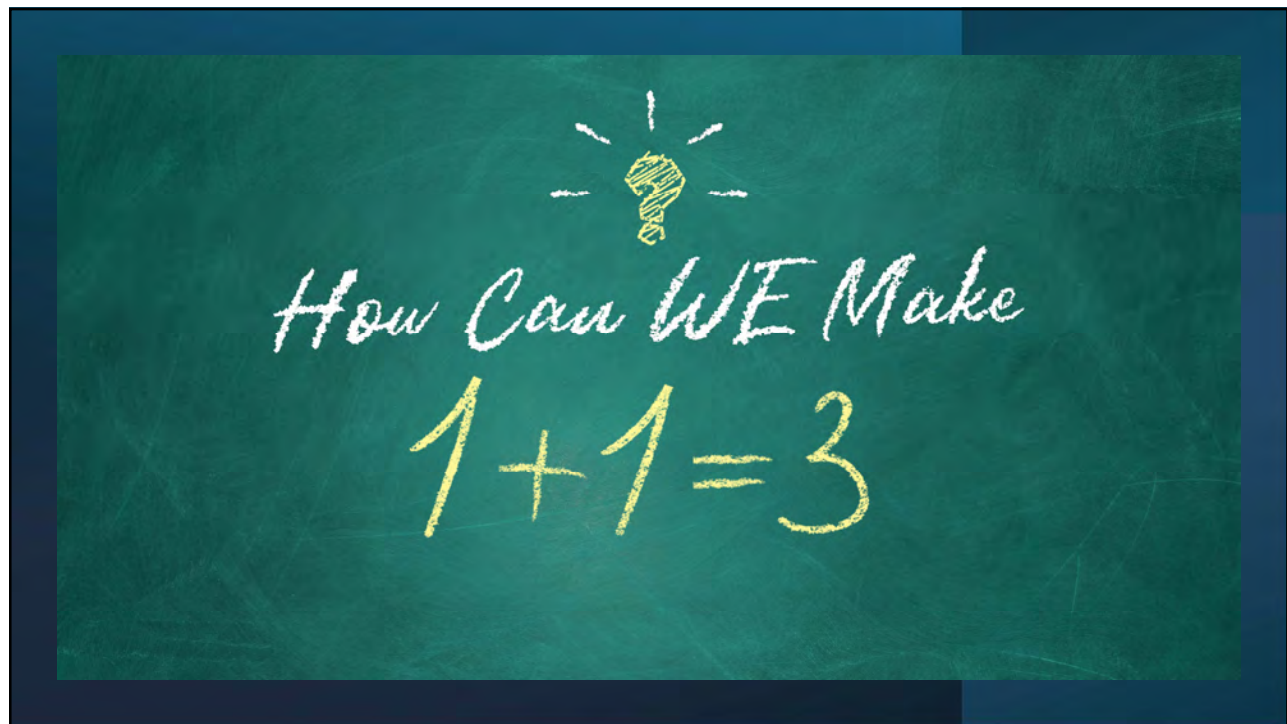
6



7



8



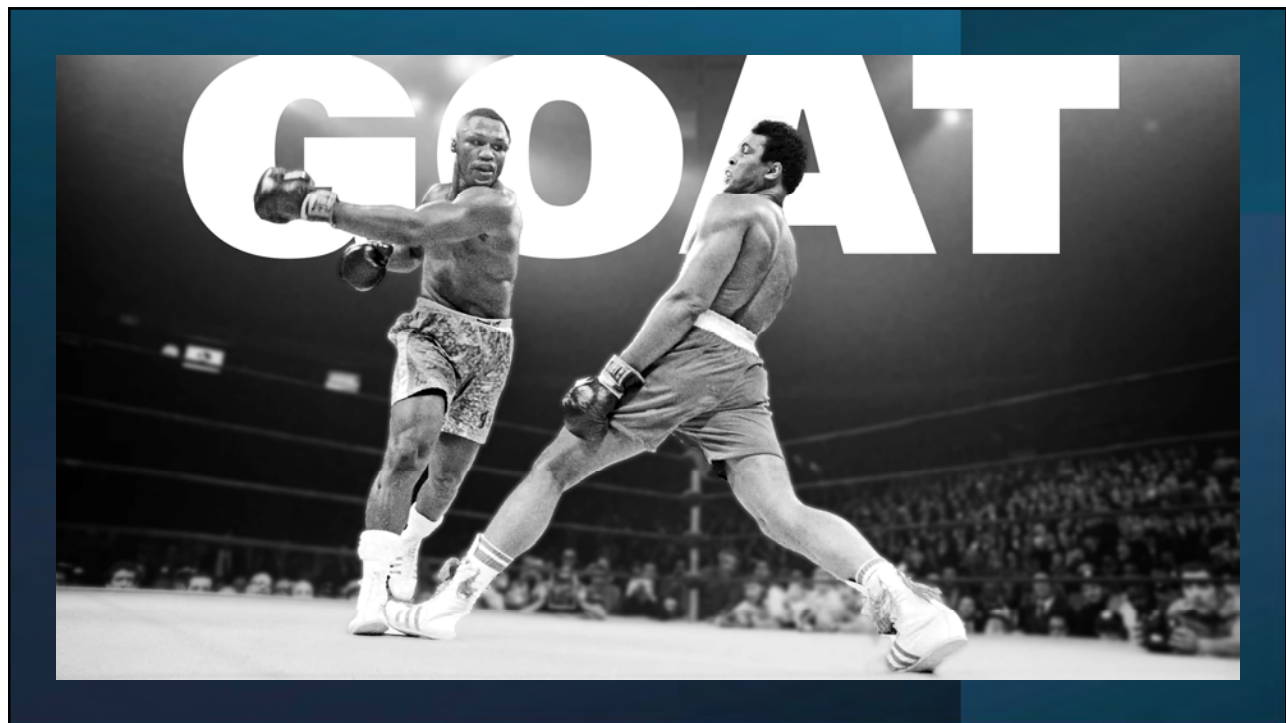
9



10



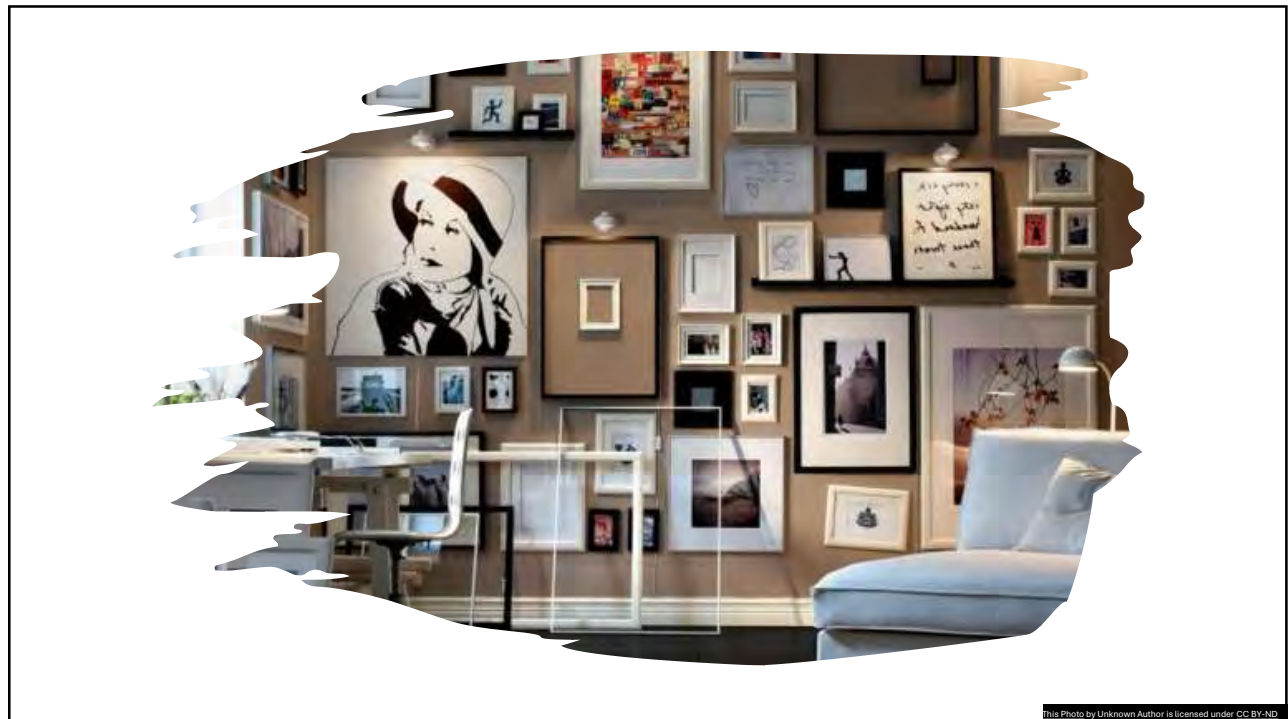
11



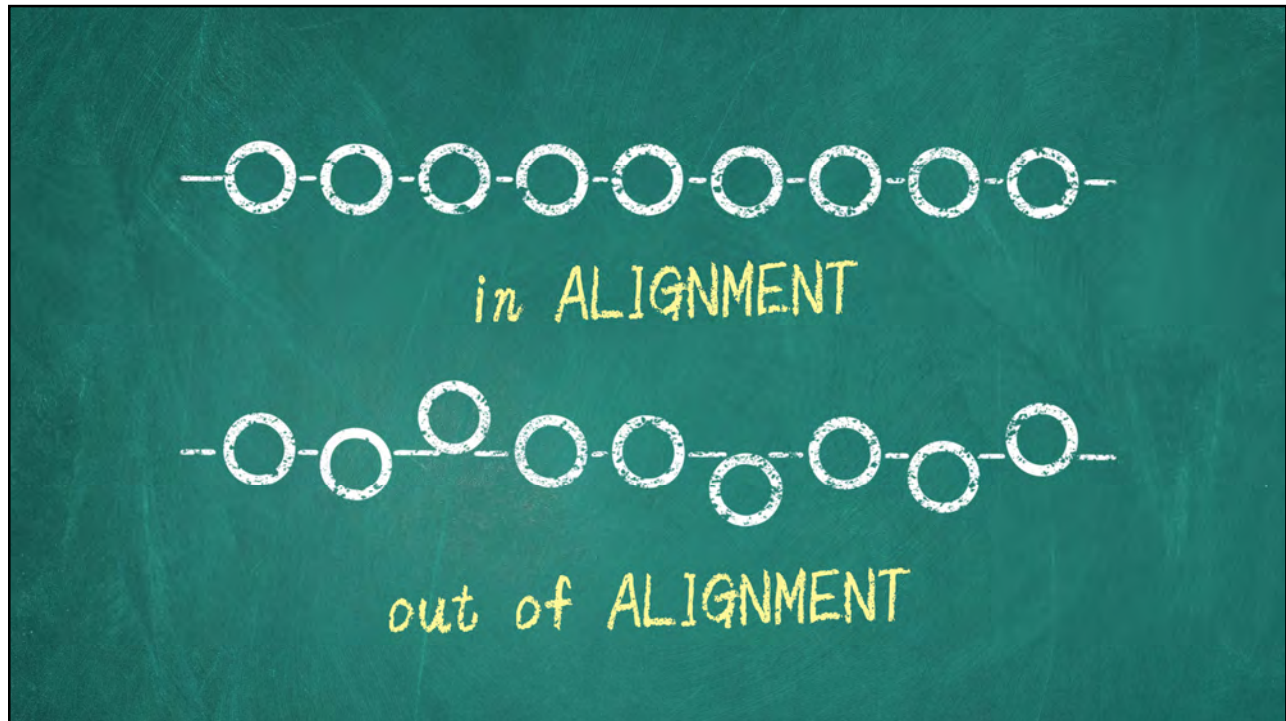
12

ACCOUNTABILITY -VS- RESPONSIBILITY

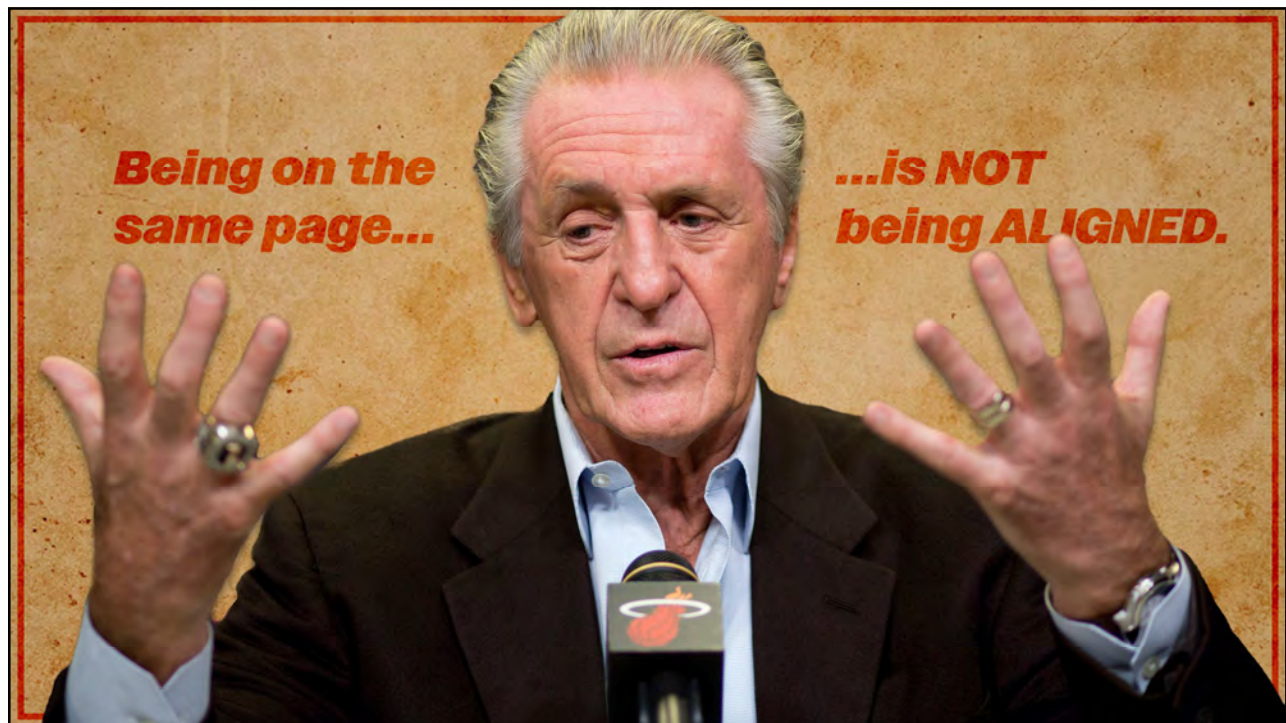
13



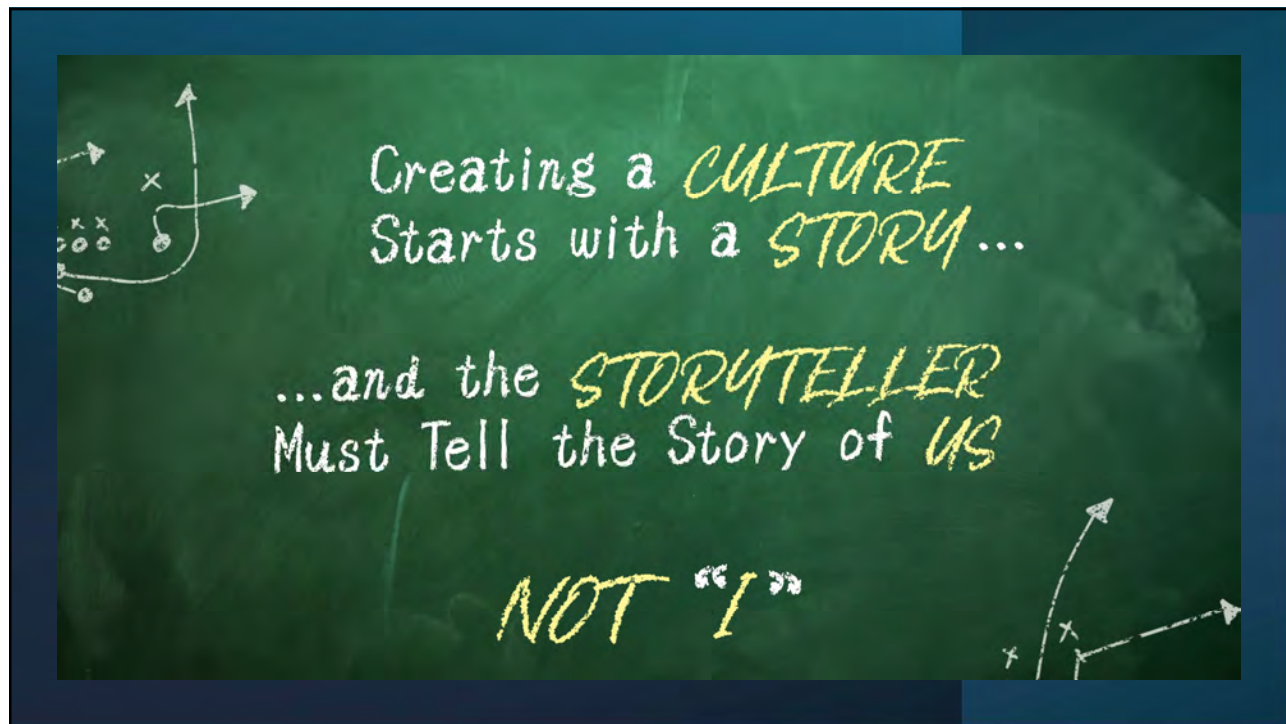
14



15



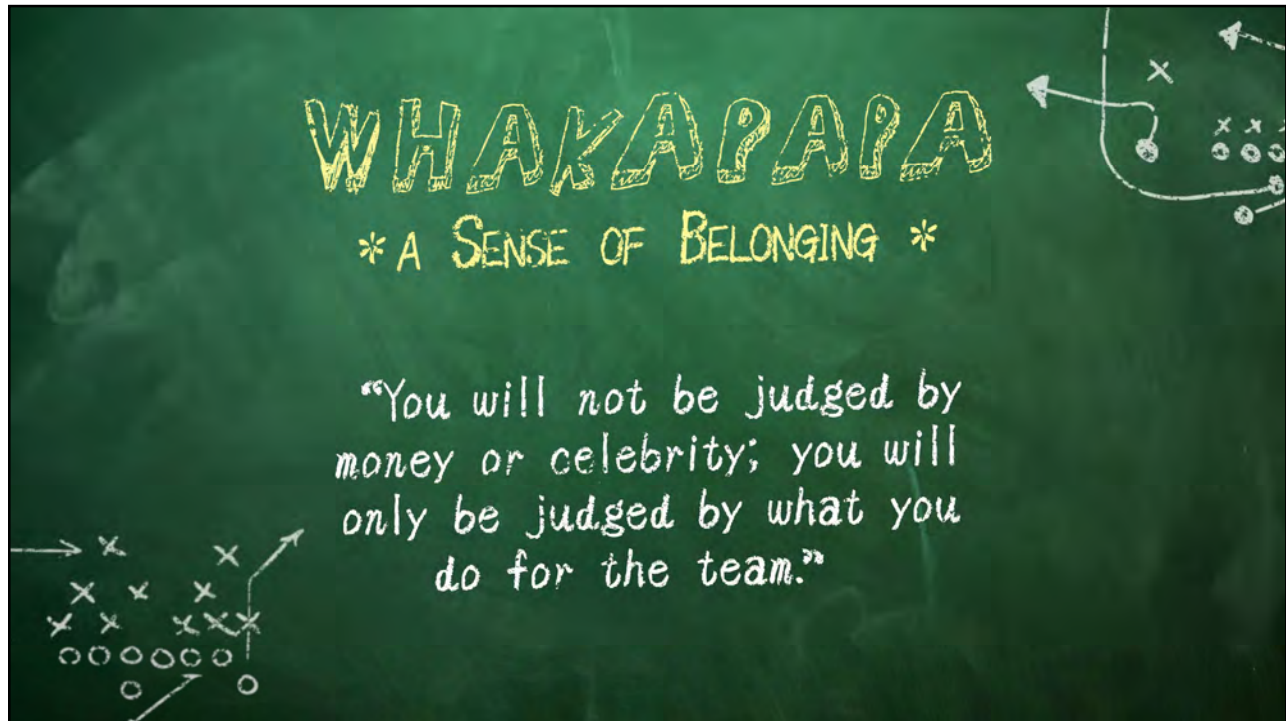
16



17



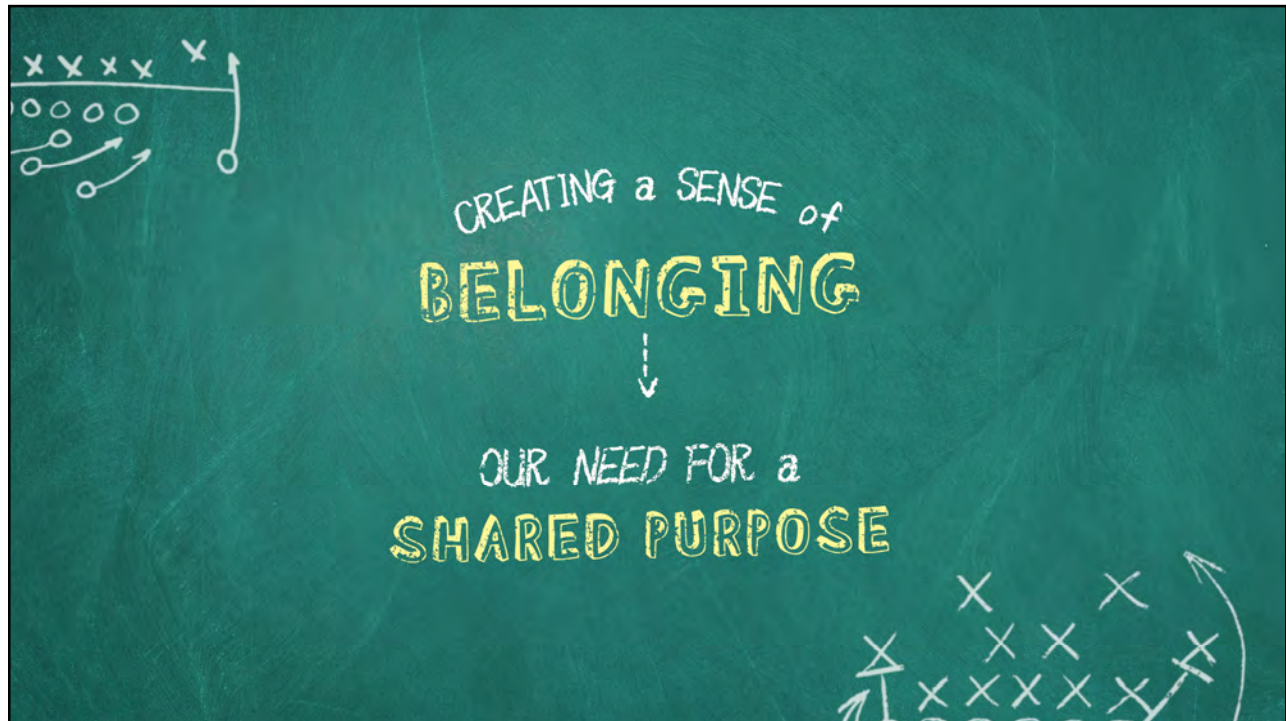
18



19



20



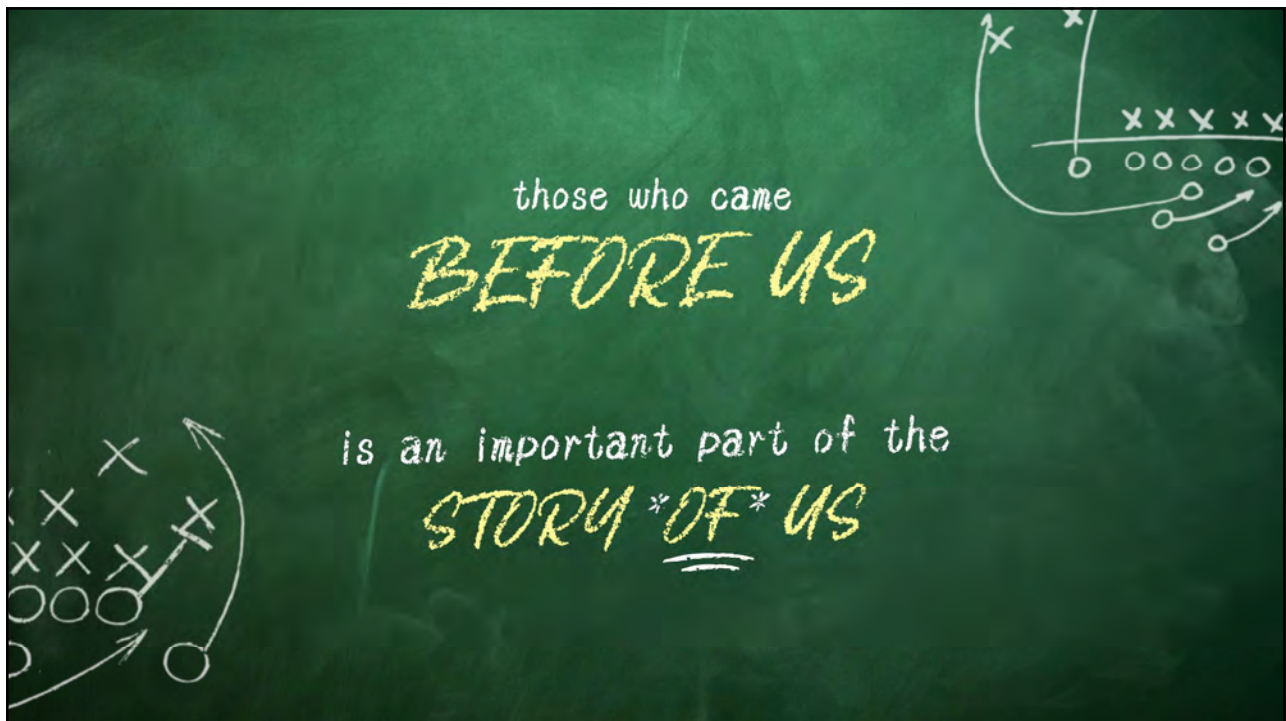
21



22



23



24



25



26



27



28

A LEADER...

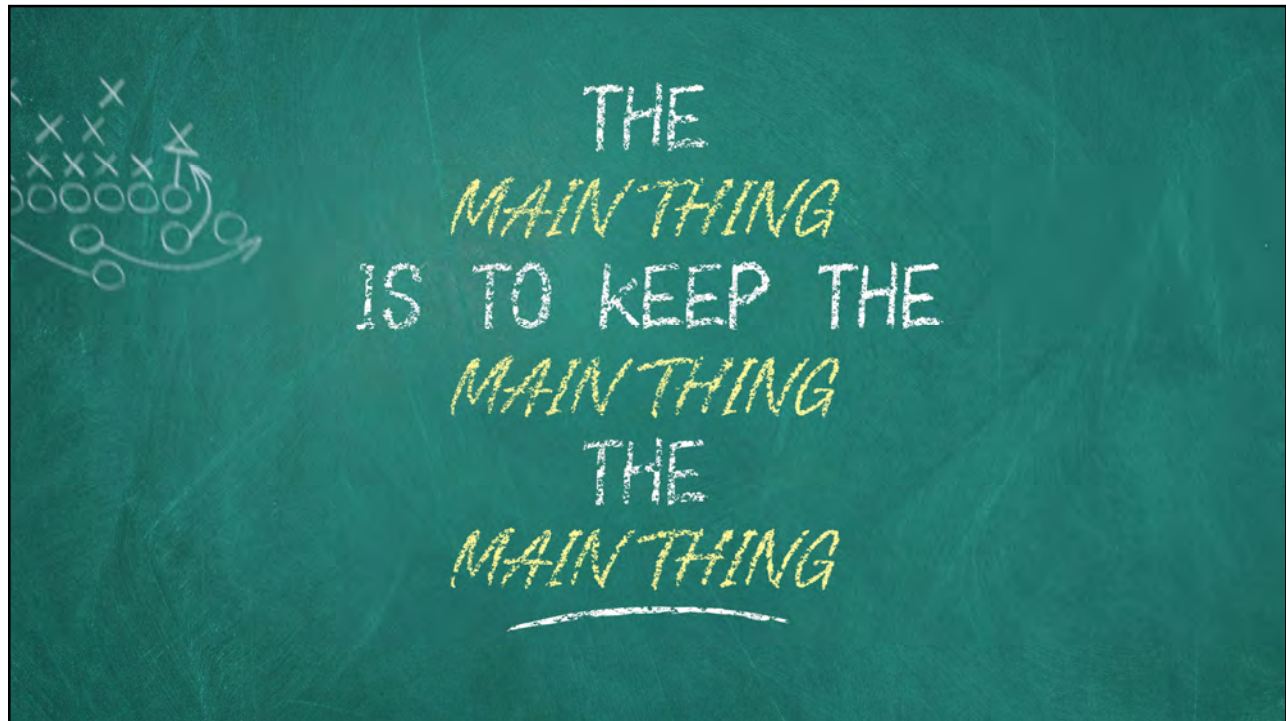
- Makes sure they know where they are **GOING**
- PUSH** them when they go slow
- CALM** them when they go too fast
- REASSURE** them when they lose faith
- INSPIRE** them when they lose enthusiasm
- When successful, stand **BEHIND** them
- When they struggle or face fear,
stand in **FRONT** of them



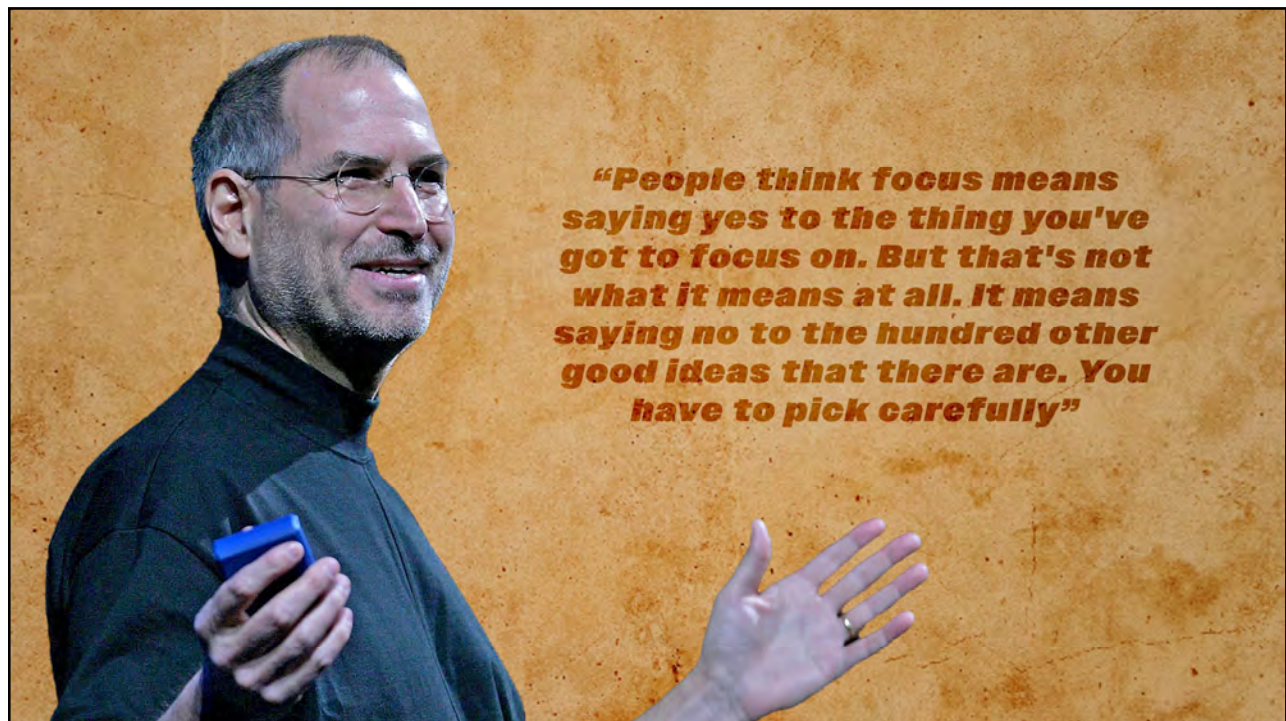
29



30



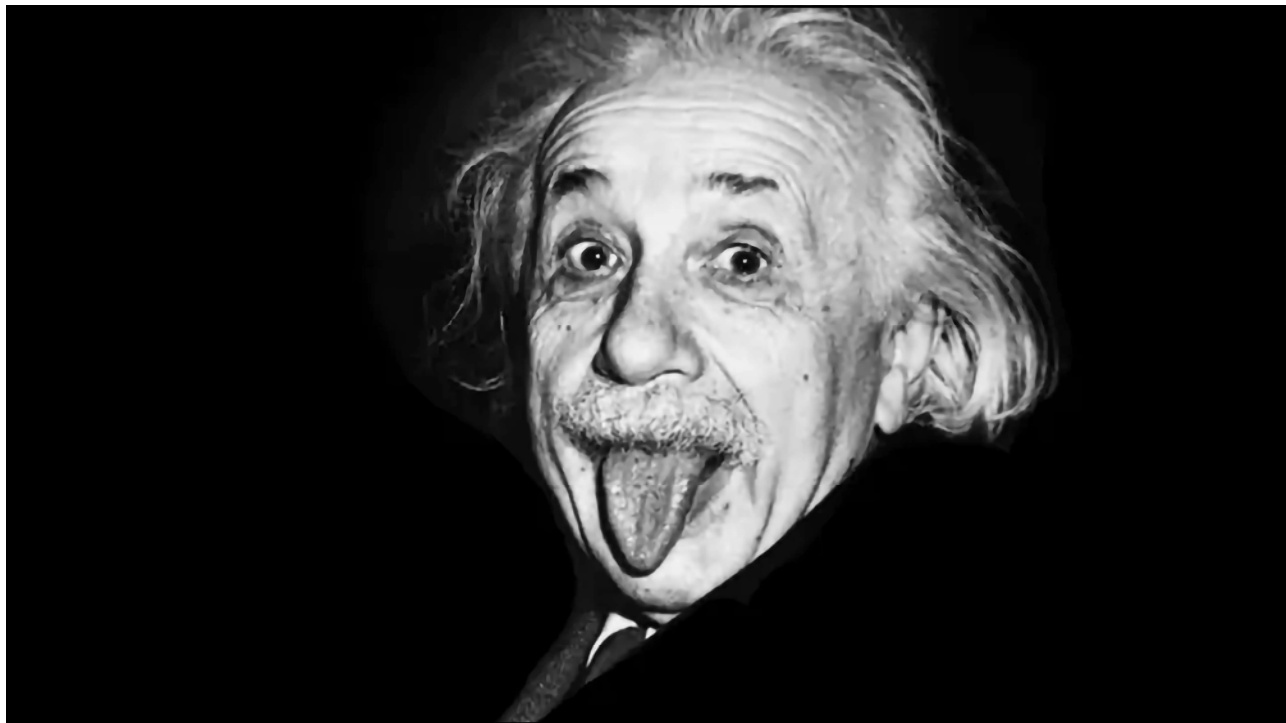
31



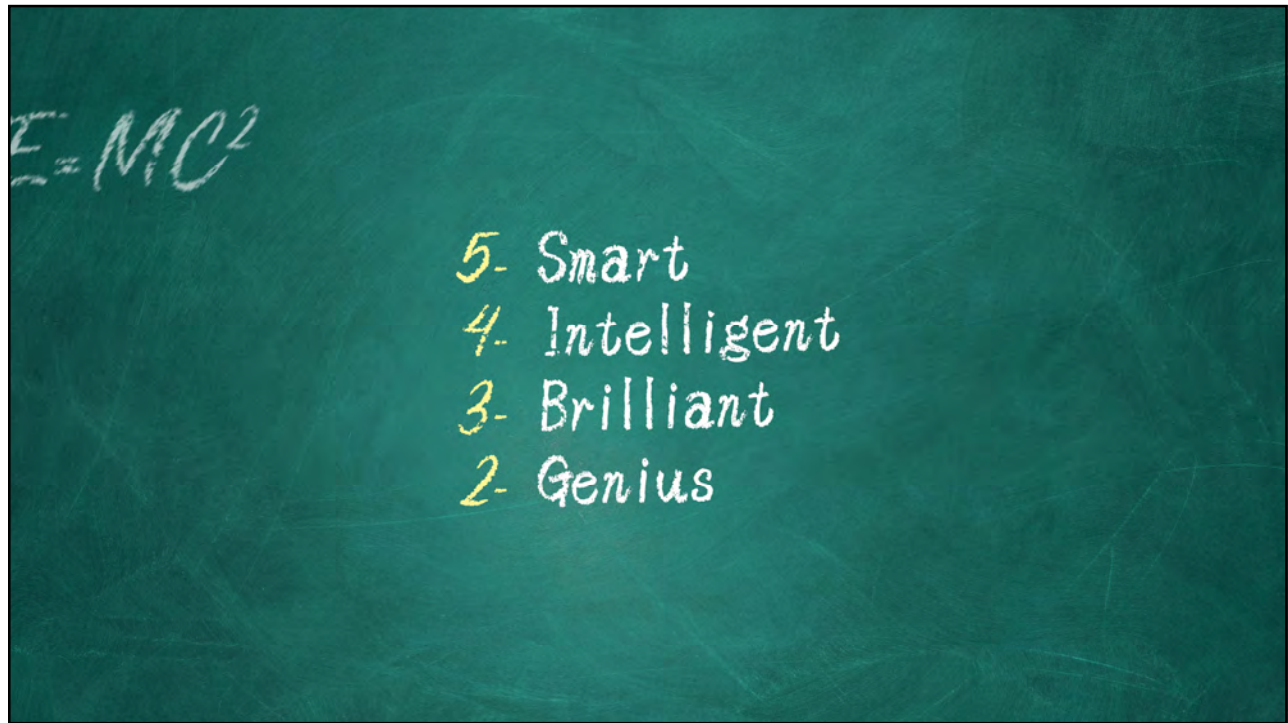
32



33



34



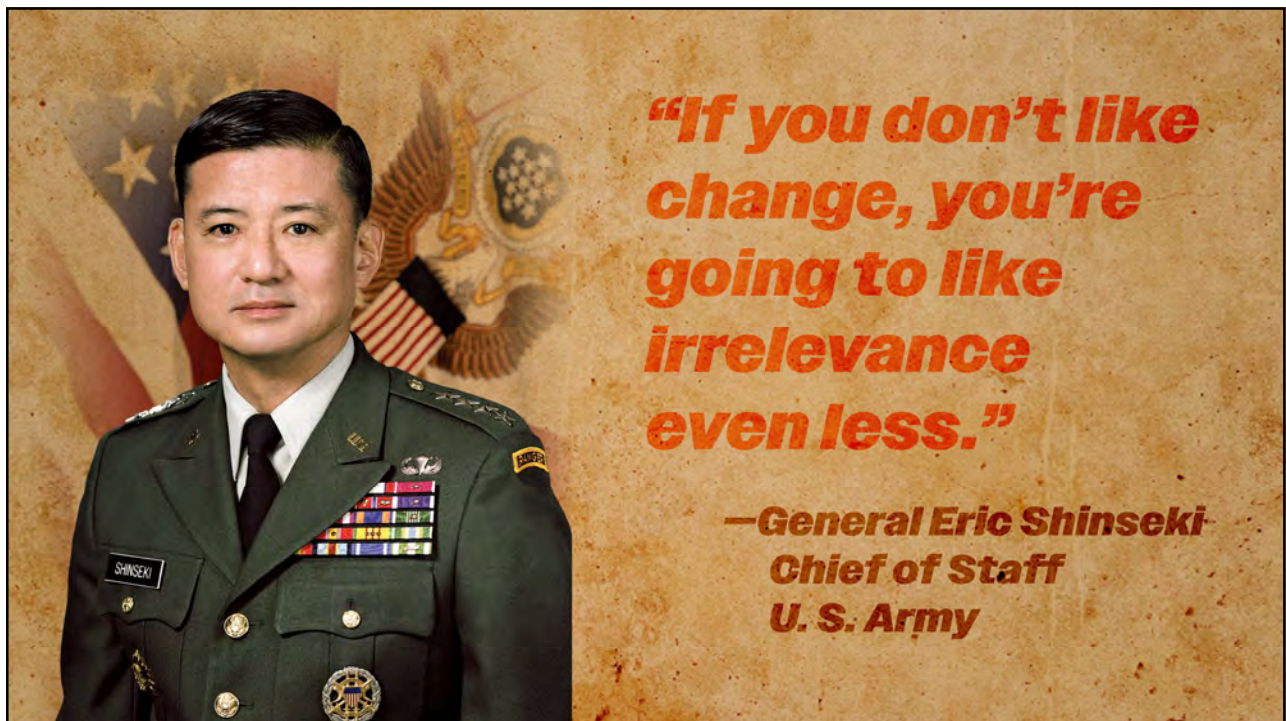
35



36



37



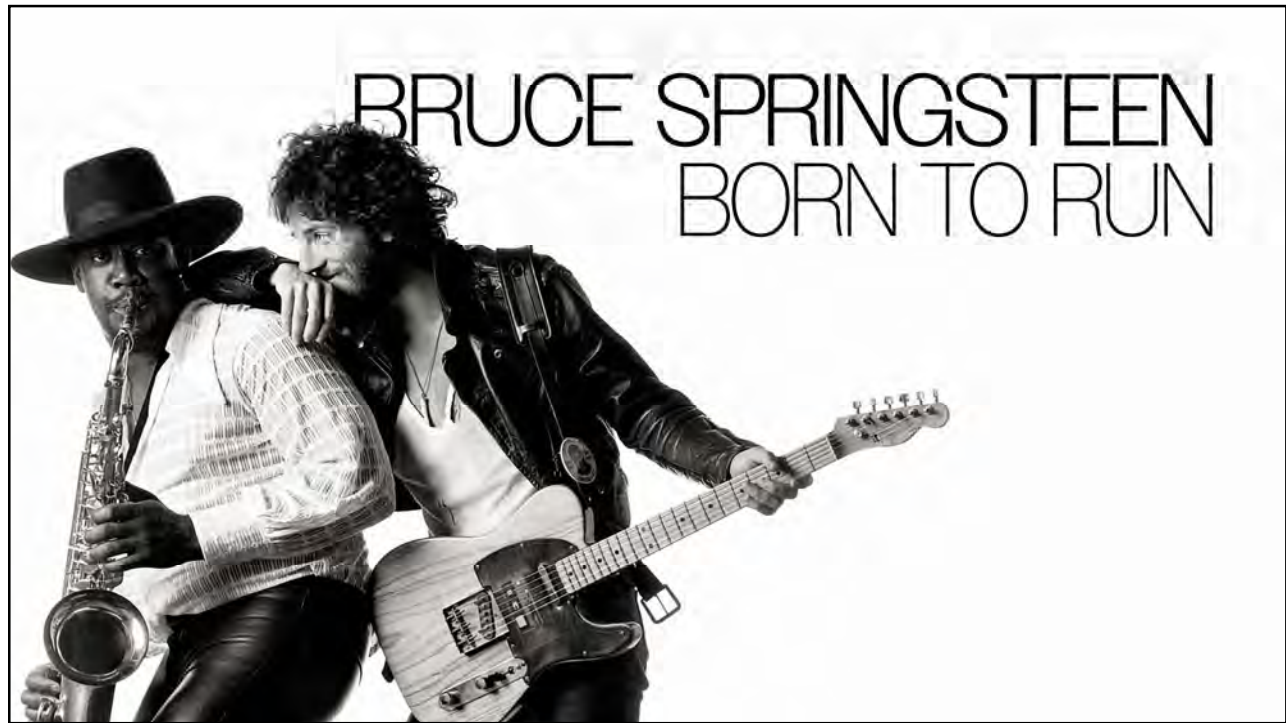
38



39



40



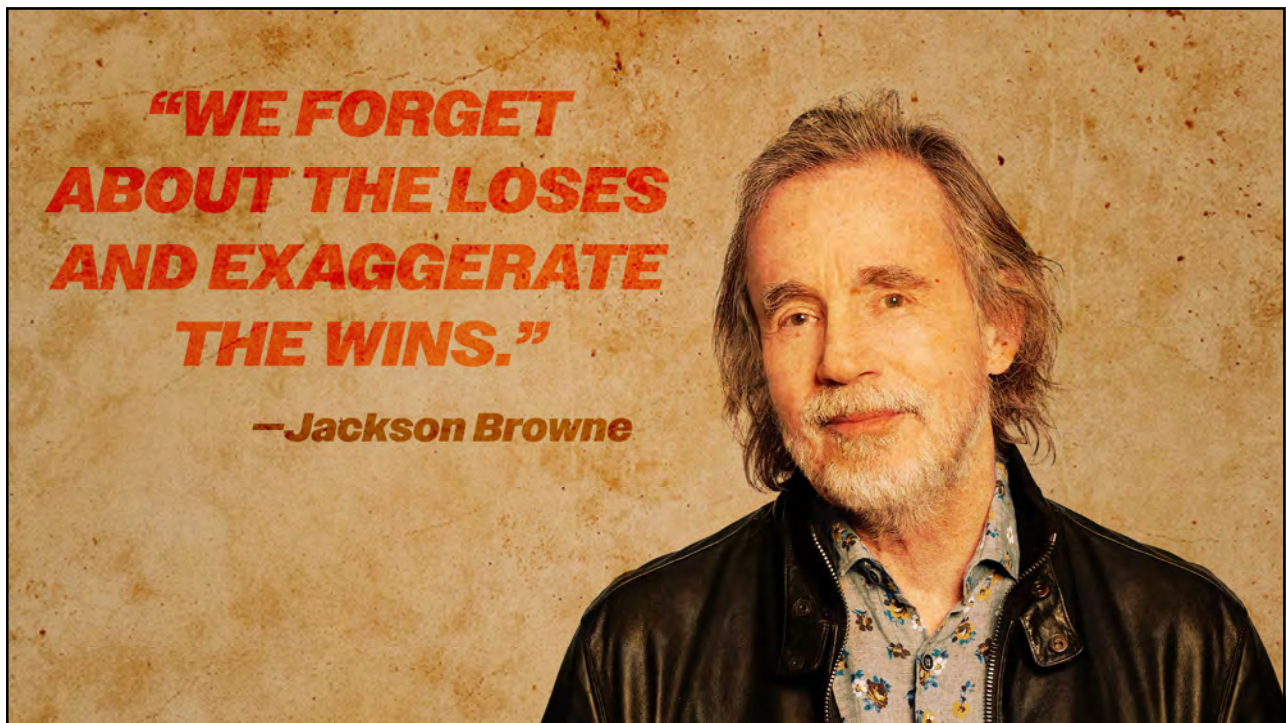
41



42



43



44



45



46



47



48



49



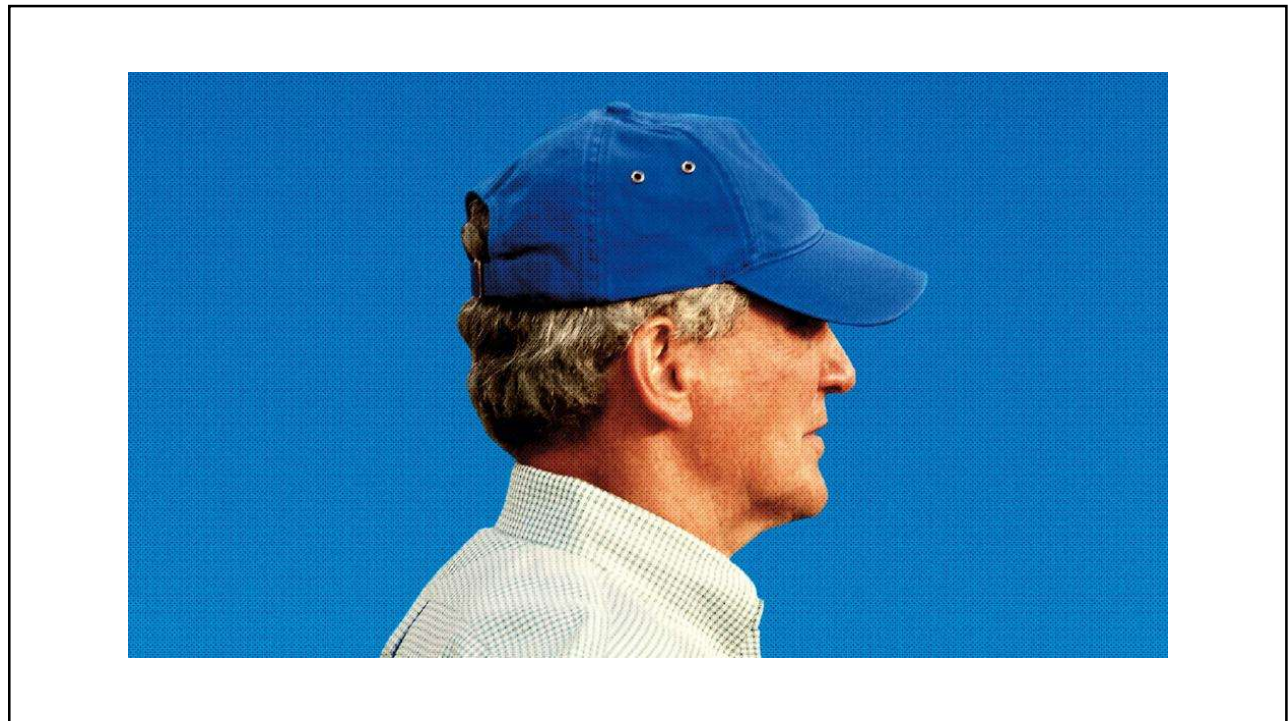
50



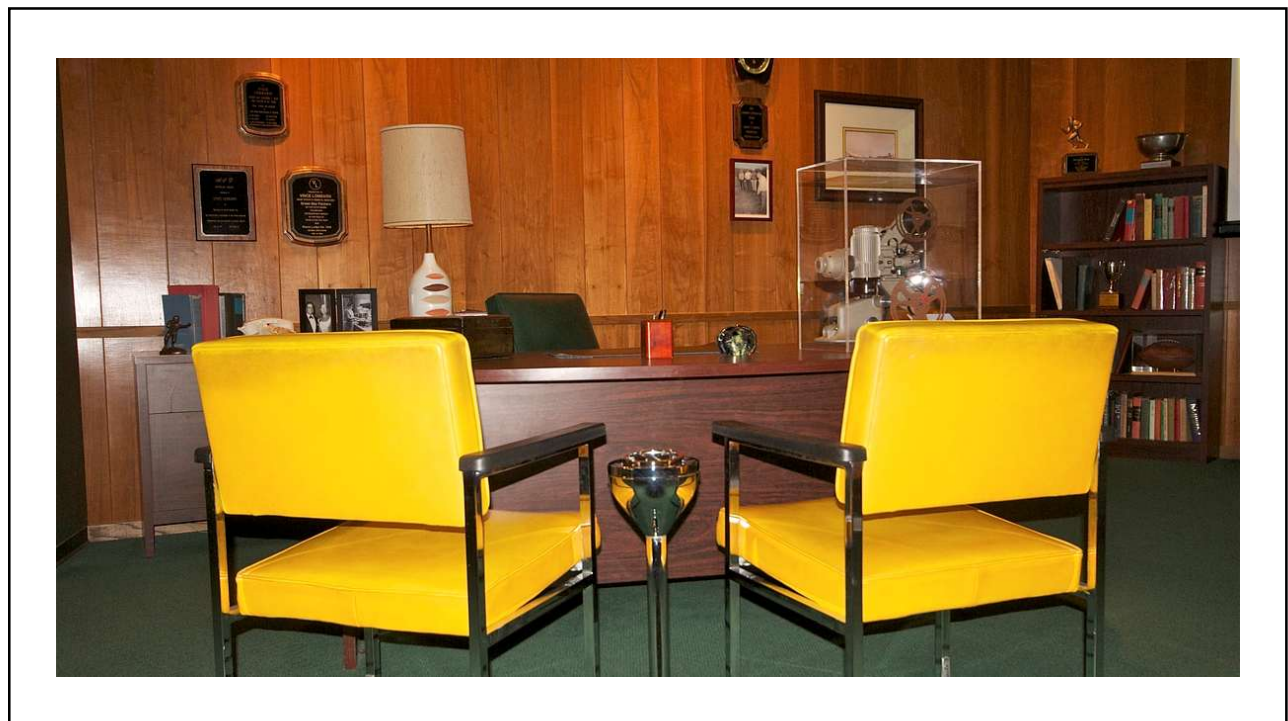
51



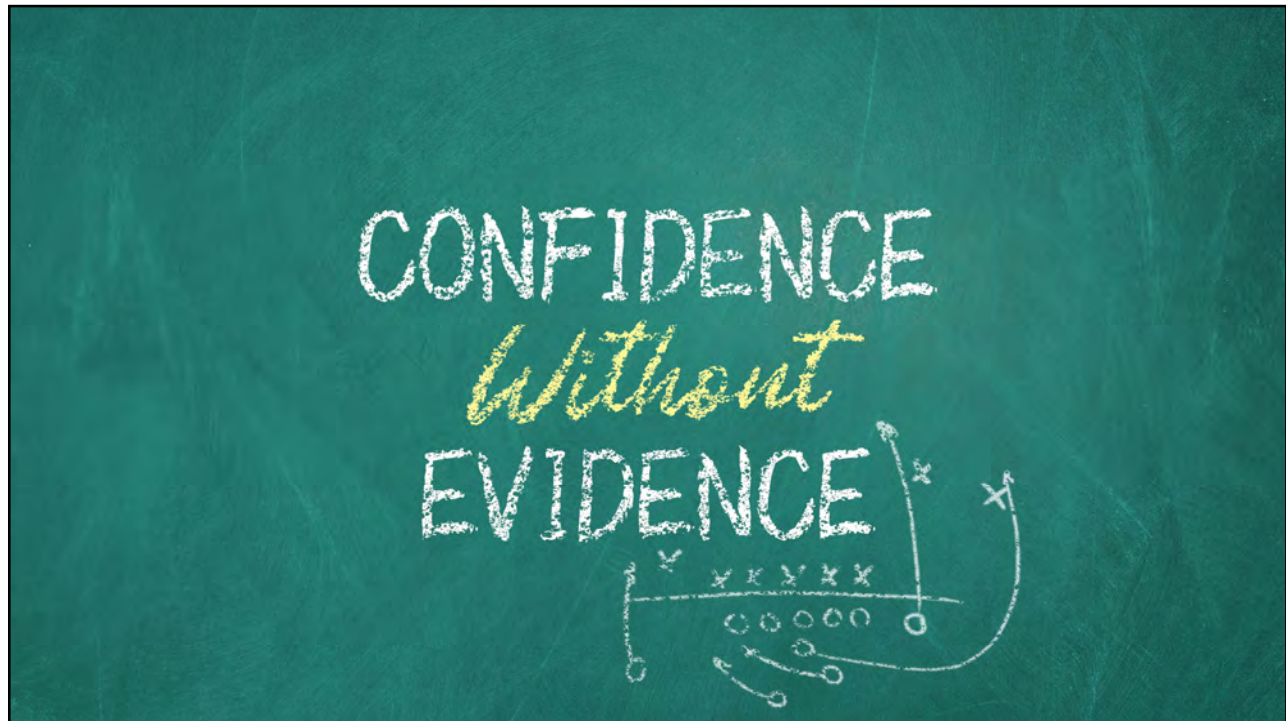
52



53



54



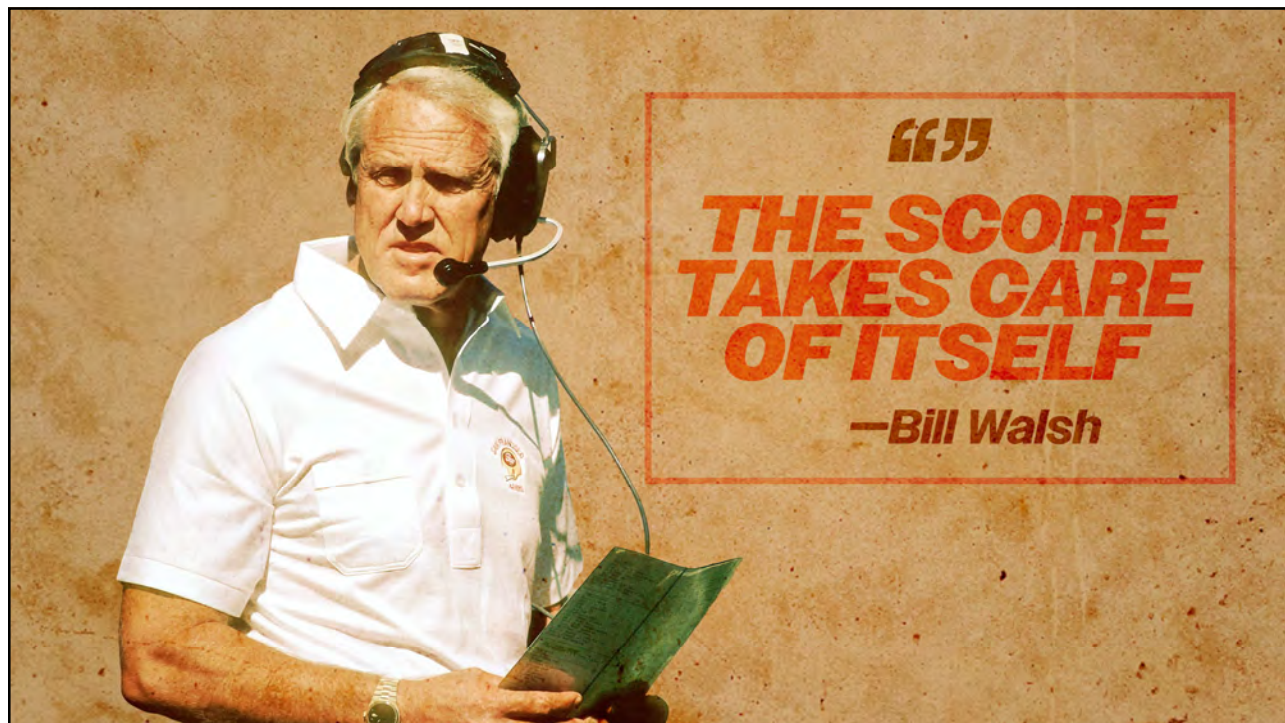
55



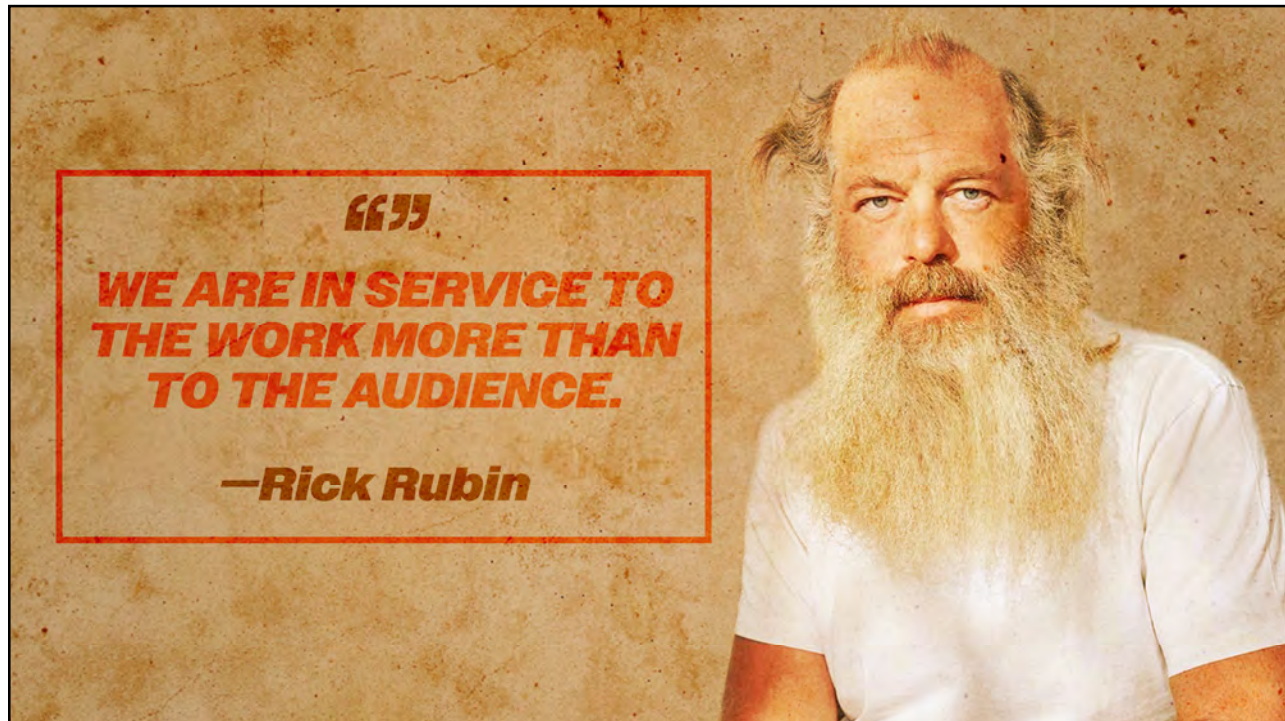
56



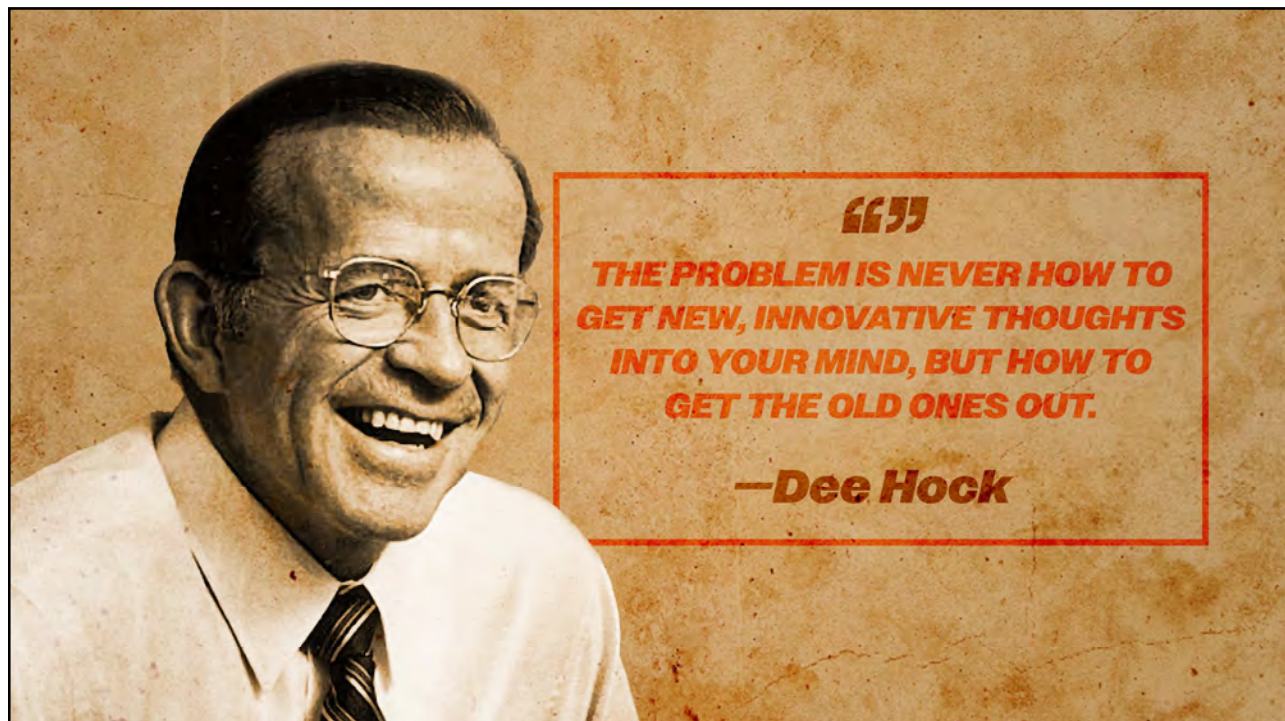
57



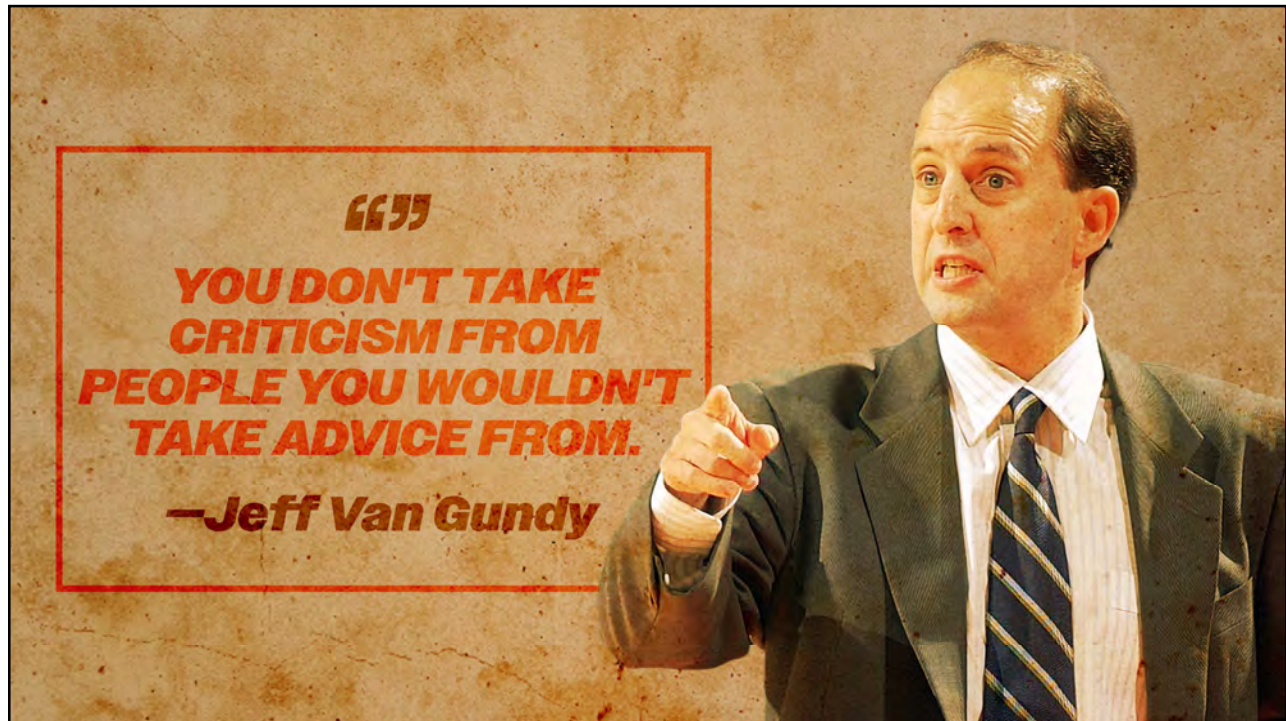
58



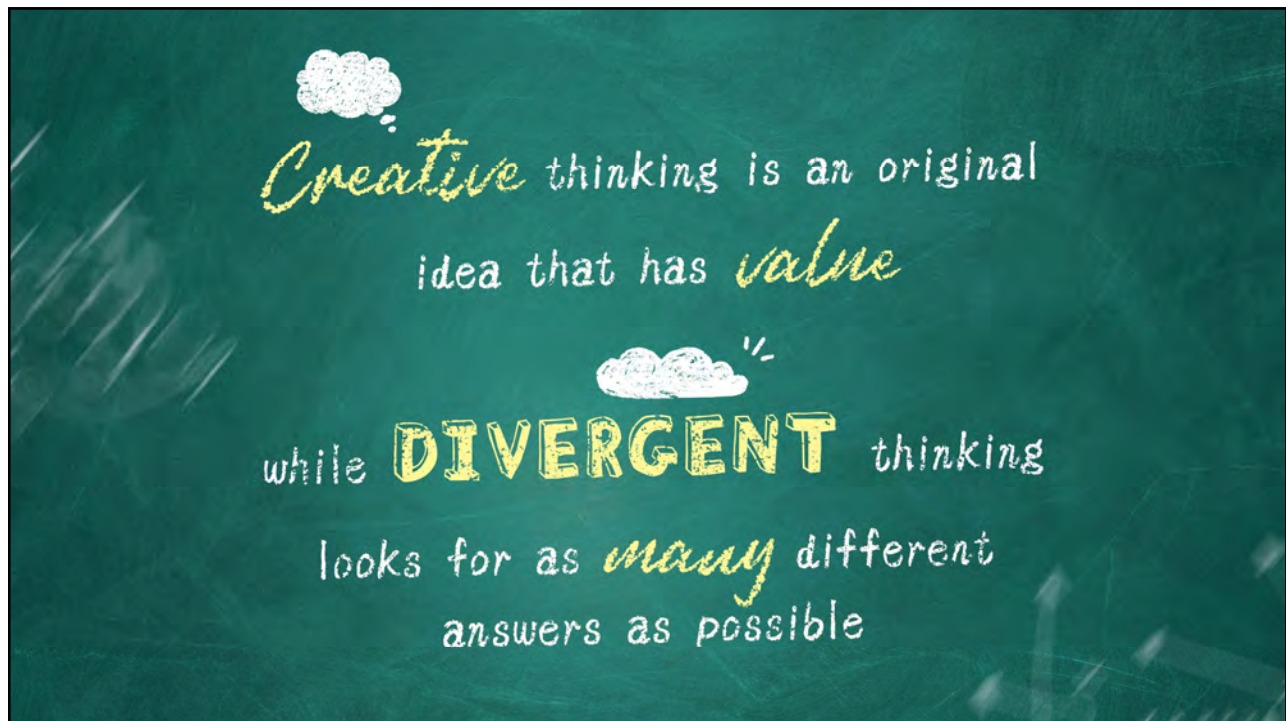
59



60



61



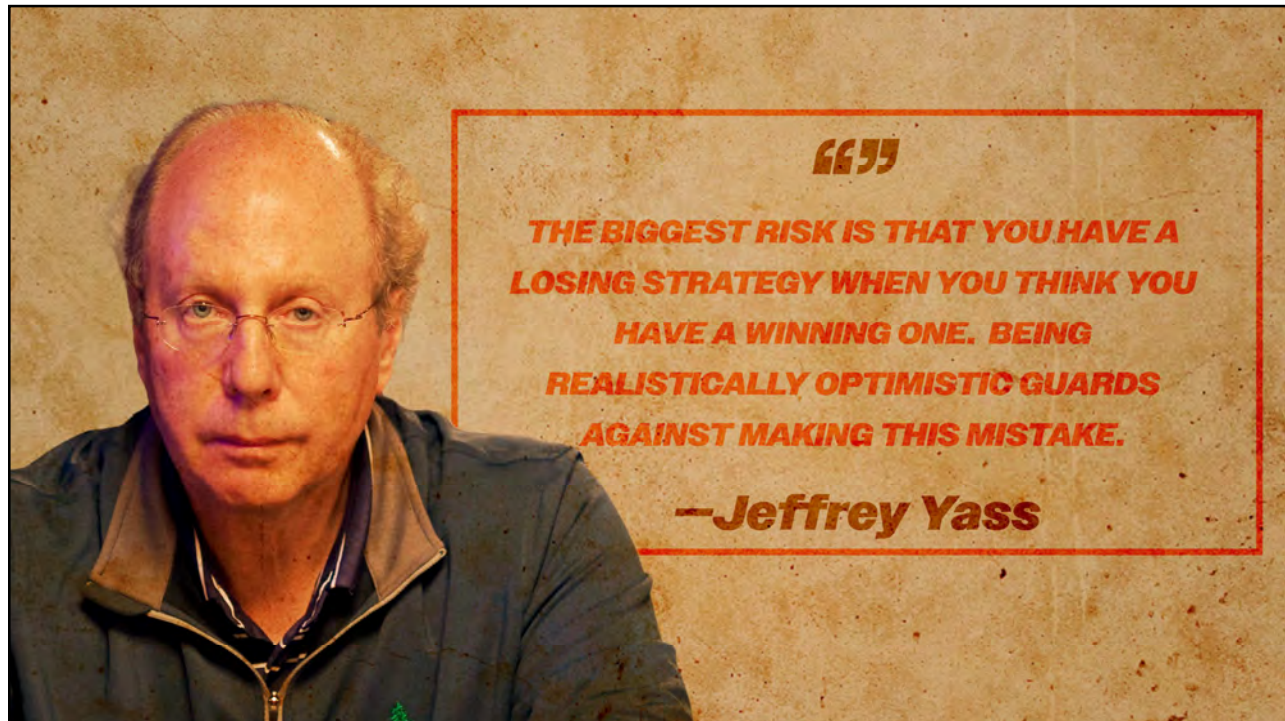
62



63



64



65



66



67



68