

Moving the Chains by Charles P. Pierce

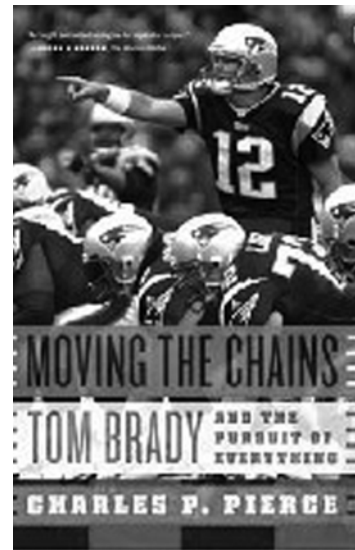
Reviewed by: Nicholas C. Lynch, Ph.D.

Biography: Nicholas C. Lynch, Ph.D., is an assistant professor of Accountancy in Georgia Southern University's College of Business Administration. He teaches in the area of Financial Accounting, and conducts research in the areas of Financial Accounting, Real Estate Taxation and Accounting Education. He also serves as a member of the Georgia Society of Certified Public Accountants. Dr. Lynch can be reached by email at nlynch@georgiasouthern.edu.

When asked by the author if he minded having a book written about his life, Tom Brady replied "To tell you the truth, I don't know if I'm old enough for a book like this." Brady was a 6th round draft pick out of Michigan in 2000 and began his NFL career as a 4th-string quarterback for the New England Patriots. By 2005, at the age of 26, Brady had won 3 Super Bowls in which he was named the Most Valuable Player in 2. He was dating a prominent actress, and had signed a 6-year \$60 million contract. His first Super Bowl victory came in 2002. So how in two short years did Tom Brady go from hardly having a job to being the poster boy for all that is good about the NFL? The lengthy and far more interesting answer is contained in the book. The short answer is hard work, harder work, and very hard work.



The game of football is like any other, whether school, work, or life in general. The outcome depends heavily upon your preparation. Anyone who knows anything about football knows that it is played ten yards at a time. When a team is on offense, they have four tries to go ten yards in order to gain a first down, which is essentially another four tries to go another ten yards with the overall goal of scoring. Chains are used to delineate each ten-yard interval, and sticks within each set of chains are used to indicate how many yards the team has to go to reach the first down marker. If they fail to meet this short-term goal, the other team takes possession of the ball and gets a chance to score. Therefore, success in football, as in any other area of life, can be measured by how well you move the chains.



I myself am a 29 year-old professor of accounting at Georgia Southern University. I entered my doctoral program at the very young age of 25, and faced at least four daunting years of

coursework, examinations, teaching, and research. Once I was about done with my program, I went on the job market, and faced a series of two and three-day intensive interviews before choosing a job. A task as big as that is not one that you begin by looking four years into the future at what graduation will be like. It is one where you make short-term goals, moving the chains ten yards at a time until one day you look up and you scored! Then what? It's time for the next drive.

In *Moving the Chains*, author Charles Pierce gives the reader a birds-eye view into the life of one of the NFLs most unexpected superstars. At 26 years of age, Tom Brady has seen many successful drives and many unsuccessful drives. Brady was not a star-studded athlete from an early age like Terrell Owens. He was not even heavily recruited out of high school, or college for that matter. In fact, he faced constant adversities that had the potential to end his football career if he did not handle them with maturity and a sense of purpose. So what does Tom have that allowed him to excel? In life as in football, Brady moves the chains, one step at a time.

Brady began his NFL career at the bottom, as a 4th string quarterback, where it was his job to work with rookie players to simulate the offense of that week's opposing team. Most 4th-string quarterbacks just go through the motions knowing that they will never make it past that position. The truth is that they never aspire to make it past that position. Not Tom. Following each practice, Brady would work with the same rookies to simulate the New England offense, and when one of the guys got something wrong, Brady would correct them. This is just one of many examples of the hard work and preparation that was integral to Brady's life.

A wise man once said that luck is when opportunity meets preparation. *Moving the Chains* is a true testament to this statement. Should you choose to read this book, I urge you to parallel the way in which Tom dealt with both adversity and success with the way that you deal with these facets of your own life. In doing so, you might just learn something very valuable from this 26 year-old man.

The Cover Story

Title and Author: *Moving the Chains* by Charles P. Pierce

Number of Pages: 271

Area of Business: Quality of Worklife; Quality of Life

Readability: Light

Time Needed: A Weekend

Why should I read this book: You should read this book if you have trouble dealing with adversity or success in your life and in the workplace, if you feel stagnant in your job, or if you are interested in the parallels between football, business, and life.

Overall Rating: 2 bulbs – the book contains a lot of good parallels to work and life in general, however if you are not a football fan you may not be interested in this book. The author follows the Patriots through a long detailed string of games, and tends to switch back and forth in time, making the storyline a bit tedious to follow.