

TRILLION DOLLAR COACH

—
THE LEADERSHIP PLAYBOOK
OF SILICON VALLEY'S
BILL CAMPBELL
—

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Book Key Takeaways

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Main Idea

Bill Campbell showed that high performance comes from trust, strong teams, operational discipline, honest feedback, and genuine care for people. The manager's job is to help people grow and succeed.



People First

People are the foundation of every company. People-first leadership drives performance. Therefore, managers should give people what they need to succeed, understand their goals, and give them ownership.



Trust First

**Coaching starts with trust.
Trust comes from integrity,
consistency, discretion, and
keeping your word. When
trust is present, people
speak honestly, take risks,
and accept feedback.**



Operational Discipline

**Culture is reinforced
through daily habits.**

**Strong organizations are
built through consistent
execution.**



Listening

Listen with full attention.

**Pay attention to words,
emotions, and what is *not*
said. Ask questions before
giving answers.**



Team Over Stars

**Great organizations are built
by great teams.**

**And great managers
prioritize collaboration over
individual achievement.**

**They hire and develop
people who combine
competence with character.**



First Principles

Great managers hear different perspectives, then make the decision. They start with fundamental truths and reason from there. People can support decisions they disagree with when the process is fair.



Courage and Candor

Difficult problems need to be addressed directly through feedback that is honest, timely, and respectful. Great managers challenge their people while supporting them. Growth requires both candor and care.



So What?

**Leadership is consistent
practice of building trust,
developing people, and
strengthening teams.
Make sure your people feel
respected, supported, and
accountable, then they will
do their best work.**