



John Wooden Ethics in Leadership Award

“John Wooden represents the code of ethics that created America’s strength.”

Phil Jackson

"Leadership is the capacity to translate vision into reality."

Warren G. Bennis

John Wooden’s approach to life matches well with the Ukleja Center’s mission to equip people with the transformational power of ethical leadership. As a coach who transmitted his values to the on-court behavior of his players, John Wooden instilled the confidence to excel with consistency and accountability in order to achieve competitive greatness. His Pyramid of Success is a value-based system of leadership that transcends the basketball court and can be applied to each of our lives, whether in our personal or professional realms. His eight authored or co-authored books, speaking engagements, and team-building courses that elaborate his principles all aim at putting his thoughts into action. Above all, John Wooden is a teacher who has had a full, rich impact on the lives of a myriad of people, helping countless individuals realize success on the court of life. His philosophy captures the Ukleja Center’s core values of integrity, servant leadership, excellence, empowerment, and abundance.

The Ukleja Center is proud to announce the John Wooden Ethics in Leadership Award, which will be given annually to a person or organization whose contribution to a relevant community – whether local, national, or global – is built on ethical behavior and visionary leadership and reflects a significant response to a specific challenge or opportunity. The goals of the award are to promote ethics in leadership through recognizing its application and to honor a great leader who epitomizes the Ukleja Center’s mission, vision, and values.

The award’s annual recipient will be determined by a selection committee formed by the Ukleja Center’s Governing Council. An individual or organization can be nominated by another individual or organization, or by self-nomination. The selection committee will evaluate the nominees on documented evidence of the ethical situation, demonstration of leadership, and the resulting practice, action, or behavior. The winner will receive a monetary award of \$10,000 and an attractive commemorative award. In addition, the winner’s name will be placed on a perpetual plaque honoring past recipients that is displayed in the College of Business Administration at CSULB.

Award Criteria

A required narrative will describe what happened, who was involved, why the behavior and outcome were significant, and how the nominee's leadership was crucial throughout the situation. The selection committee will also consider the following criteria:

1. The nominee obtains a substantial result from the practice, action, or behavior undertaken.
2. The practice, action, or behavior exhibits a strong ethical component and values that reflect high standards.
3. The nominee demonstrates a clear commitment to ethical standards that benefit the relevant community.
4. The situation underlying the demonstration of ethics in leadership has occurred, or has continued to have impact, within the last two years.

John Wooden Ethics in Leadership Award Recipients

2009 – Coach John R. Wooden

2010 – Special Olympics Southern California