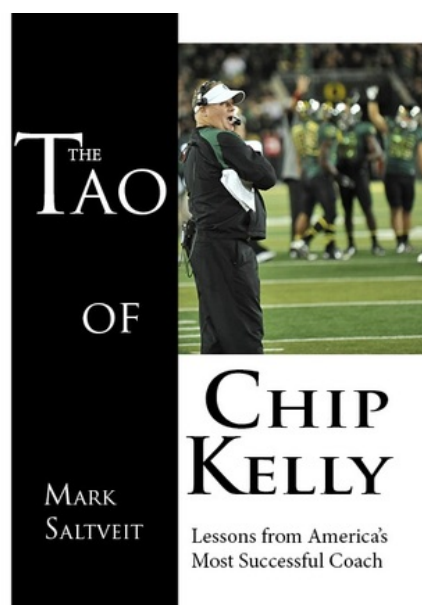




The Tao of Chip Kelly

Mark Saltveit

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Chip Kelly lit up the football world as the coach of the University of Oregon Ducks. With their gambling defense that led college football in takeaways, and a lightning-fast no huddle offense averaging 48 points a game, the previously unheralded Ducks went 46-7 in the four years Kelly was their head coach.

What is behind Chip's astonishing success at Oregon? A lot more than just plays and strategies. As Kelly starts to apply his talents to the NFL's Philadelphia Eagles, this book looks at the remarkable philosophy and innovative management strategies that Chip Kelly uses to mold his teams – strategies that every leader or business manager can use.

The Tao of Chip Kelly Details

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From Reader Review The Tao of Chip Kelly for online ebook

Justin Tapp says

Two stars may be a stretch. The author was excited that the Philadelphia Eagles hired Chip Kelly as their head coach and this book is an apologetic for the decision. I read the book because one of my friends is a UCLA alum/superfan who was optimistic of what Chip Kelly would bring in his first season to UCLA-- which I think everyone can now safely classify as a disaster.

The author tries to distill publicly available information and quotes into a coaching philosophy. If you're looking for deeper insights, look elsewhere. There are also quite a few stats from Chip Kelly's remarkable run at Oregon to help sell the coach to Eagles fans. He correctly dispels the myth that the Oregon Ducks were only about offense:

"In 2012, the Ducks scored on 90.77 percent of their red zone possessions, eighth best in the nation. But the Ducks' red zone defense was just as good—69.39 percent, ninth best in the U.S. Oregon's defense has never received the publicity that its offense does, but the Ducks led the nation with 131 takeaways during 2009-2012."

Inspiration for life:

"The details of Chip's game plan for any given opponent are less important than his underlying philosophy, one that can be applied to any office or work team. Get the best people available to you (for Chip, this means big and fast). Build your strategy around those individuals. Get them in top condition. Make it easy for them to execute the strategy (through clear communication and diligent practice). Force your opponent to show their plan as soon as possible. Keep your plan hidden—or even undefined—as late as possible."

There is even one odd/lame comparison of Chip Kelly's philosophy to "comedian" Bob Saget.

Cheer up, UCLA fans:

"Whether it's life or whether it's football, you just gotta keep watering the bamboo and eventually it'll grow for you."-- Chip Kelly

Two stars.

Briks says

This is a quick book that summarizes Chip Kelly's philosophies for coaching football, using his own words from various interviews, press conferences, and coaching clinics over the past few years. The author is an admitted fan of Kelly's, and it is obviously written in a way as to make Kelly look like a football genius (oftentimes through his simplicity), but I have no issue with that. The only small problem I had was the final chapter of the book which tried to tie in Kelly's football ideas to the Chinese theory of Tao, or "The way", that the author subscribes to in his personal life. That felt a little forced. But if you want to find a good way to kill an hour and a half getting an idea of some of Chip Kelly's football philosophy, this is a good read.

Ila Garg says

Got this book through Goodreads Giveaway! :) This is a quick read book that summarizes Chip Kelly's philosophies for coaching football, using his own words from various interviews, press conferences, and coaching clinics over the past few years. I infer a lot of research is done by the author to provide all possible details. The author is an admitted fan of Kelly's, and it is obviously written in a way as to make Kelly look like a football genius (at times through his simplicity). Still he has managed to keep the account as transparent as possible, which I personally liked.

Diego Moreno says

I'm not a fan of football, but I do like self improvement.
I liked the section of the book that is called "Practice".

Broc says

cool story, easy read

Patti says

I am less familiar with Chip Kelly than many people who have read this book. However, what I took from this book is universal: how to work with - and lead - a team, whether that is a corporate team, a business team, or a pile of middle schoolers (like I do). Quite a good read.

Douglas says

Let me start by saying I am in no way a football fan. Wait, allow to me amend that statement: I am in no way a sports fan. If I am going to watch a sport, it will probably be baseball, then maybe hockey. I'll watch soccer if you call it soccer while we're here in the United States and not trying to sound pretentious by calling it "football." We get it. You're very international. Anyways, football (again, American football) is pretty low on my list, but not on the bottom where resides about fifty percent of anything you can watch at the winter Olympics. I'm looking at you, Curling. You and your curling pants might be amusing but you're not a sport.

So here I am, reading a book about football. Not just football, but University of Oregon Duck football. Even though I spent about two and a half years in the University of Oregon, I have zero loyalty to my partial alma mater. Considering I never went to a football game when I could cheaply walk there on certain Saturdays, well ... see, this book just doesn't seem in my demographic. Additionally, I'm sure my dad and one of my best friends, both Oregon State University alumni, are going to stop speaking me for some time after reading and reviewing this book.

So why did I read this? Mostly because I have more interest in the Tao than I do in sports, and seeing someone who has some experience in the Tao reveal it in modern examples fascinates me. In this, I find the book does not disappoint. Mark Saltveit does not overdo his point. In fact, he spends almost the entirety of his book discussing the coaching practice of Chip Kelly, how it is different, and how it has lead to the success of the University of Oregon in recent years and to Kelly as well.

Saltveit is well-versed in this, but he writes in a way that someone with passing knowledge of football can understand what's being discussed. He gives example of what Chip Kelly has done or is doing, occasionally contrasts it with what traditional coaching does, and demonstrates the results of Kelly's coaching methods, which by this book are rather remarkable. Throughout the book I never felt lost. Simple explanations were given at times, but rarely is anything complex even required.

Much can be attributed to Kelly's coaching style. As he doesn't focus on specific plays or positions, it then makes it easier for Saltveit to discuss what Kelly is doing without having to delve too deeply into terms that would lead a non-expert cold. For me, as a non-enthusiast, I was able to respond, "Well that's interesting." I imagine a football fan would respond, "Well that's different." I'd ask the fans I know, but again, OSU alumni -- they wouldn't admit anything good about the U of O. Sorry.

The final section was what I got the book for, and why I enjoy this short work so much. Saltveit briefly discusses the major concepts of the Tao, both that of Chuang Tzu and Lao Tzu, and demonstrates how the coaching practices of Chip Kelly reflect those ideas so well. The end result is satisfying. Most readers, I believe, will appreciate the summary and how Saltveit comes to his conclusions. I can nod at the end and reflect, "that is where he is going with this -- well done." Well done, indeed, Mr. Saltveit.

Perhaps the more impressive feat Mark Saltveit has achieved is that by the end of the book, I find myself considering actually watching a football game, specifically those of the Philadelphia Eagles, in hopes of witnessing the ideas and concepts discussed in this book. That alone makes this book impressive. Overall, the discussion of Chip Kelly and Taoist practice seems an odd combination, but the author proves insightful enough to not only attempt it, but to execute it quite well. Whatever your thoughts are on football or on philosophy, I recommend this. Unless you just hate football, philosophy, and books. In which case I'm not sure why you're reading this.

Now I have to convince my dad and my best friend to start talking to me again.

Randy Wojtasiak says

It was ok. Quick read that gave some insight which was all I was looking for.

Caralyn Rubli says

I received a signed copy of this book in a giveaway through Goodreads First reads. I don't know anything about football so some of the terms were lost on me. The basic messages are; There are 24 useable hours in everyday and Roll with the punches.

John Pendergraft says

Go Bruins

Arthur Kyriazis says

Mark Saltveit is a Harvard educated Portlandian who has closely studied Chip Kelly at Univ of Oregon the past few years. In THE TAO OF CHIP KELLY, Mr. Saltveit has set forth a supremely well-written, crisp and well-organized book in which he sets forth Chip Kelly's coaching strategies and methods.

Mr. Saltveit pulls no punches--he believes that based on the facts, Chip Kelly is a modern day orientalist of sorts who unites the yin with the yang in his methods, his practices and in his personnel decisions, and ultimately in his on the field coaching methods.

Kelly is a radically different kind of coach whose methods were supremely successful in the Pac-10/12, where he defeated stout powerhouses like USC and Washington, and not just beat them, but obliterated them.

Kelly's trademarks are an up-tempo offense, intense practices, careful preparation, and a rigid adherence to nothing but putting the best athletes on the field at all times--in short, there is never a depth chart. Anyone who fails can be replaced at any time.

NFL fans are in for a shock, because Kelly does not respect experience as much as he respects work and earning your spot on the field, and ultimately, performance week in and week out.

This book is VERY well-written. Chapters are short and to the point. The book is crisply and well-organized. The themes flow smoothly from chapter to chapter, and the book can be as easily read at the beach as it can be read in one sitting. It is an ideal book to re-read as well, after watching a season of Chip Kelly football.

To be honest, I have not enjoyed a football book this much in many ages. Only the recent Vince Lombardi documentary on HBO was nearly as enjoyable as this excellent book on football coaching.

Cerebral, well-written, and most certainly, a GOODREAD.

--art kyriazis

Pete Wung says

I bought this book because I was intrigued by all the hype around Chip Kelly, his philosophy, and how he runs his practices. I am not a football coach, I am a volleyball coach but I thought I could extrapolate some of the lessons.

I was right in that this book explored some of his points of emphasis and I did learn some things about Chip Kelly and his mind set when it comes to training and his approach to the game of football. I am presently trying to translate all of that to volleyball. I wouldn't say that this book laid out the entire philosophy in easy manageable bits, but it wasn't totally worthless either.

The author did not get Coach Kelly's cooperation nor did he get any kind of primary sources to cooperate. He pieced together a picture of the subject from material that has already been published. He actually did a pretty nice job of it. The chapters were short and very manageable. The chapters were divided amongst various aspects of coaching and it painted a pretty concise picture of Chip Kelly's motivations and his style of team management. I would have liked some details on certain aspects of his philosophy but I think this little served its purpose.

One gripe I have is that there is quite a bit of hero worshiping going on with the author. It is one thing to be a fan boy it is another to lose one's objectivity, he is straddling the fine line in this book.

Joyce Yanney says

Author has studied Chip Kelly's coaching philosophy at University of Oregon. Work hard and you earn your position on the playing field. Same working performance week after week. Believes in intense practice and only the best go out on the playing field at all times. Anyone can be replaced at any time if they don't meet his standards. This book is well written. An easy read. A good book for anyone wanting to learn how and why success can happen. A good read.
