

TALLEY TACKLES BUSINESS WORLD

With Help from TEC's PF Team



His fans called All-Pro linebacker Darryl Talley the "Duke of Awesome" as he led the Buffalo Bills to a record-setting four consecutive Super Bowls. Driven to succeed, he averaged 120 tackles, 3.5 sacks and 6.2 takeaways per season and was widely recognized as the leader who played a critical role in the Bill's AFC championships.

Now CEO of Sentry Group in Lakeland, Talley is working with another All-Pro team: TEC's PF (President's Forum) Chair Dick Pellegrini and a group of business leaders driven to grow their companies to the next level.

"Other guys in business have a 12- to 15-year head start on me because I spent the first half of my life playing football," Talley says. "Being part of TEC's PF team is helping me avoid pitfalls and pushing me to take advantage of opportunities."

Growing Beyond His Core Business

Working with his PF team, Talley is taking Sentry to the next level, breaking away from its core business of providing barricades for highway projects to build a full-service construction firm with expertise in diverse technologies. Sentry already has become a total

traffic control company and is now expanding into specialty and commercial construction including work for the federal government and Army Corps of Engineers.

His fans would not be surprised at the high goals Talley is setting in the business world. "In football or in business, you're a sitting target if you're standing still," Talley said. "I don't stand still – five years from now, barricades will be a strategic component but a small part of overall construction services within the Sentry Group."

A New Game Plan

Building on his experience as leader on the football field, Talley and his PF team are writing a new game plan. "Darryl is extremely focused on success – we're helping him win on another field," Pellegrini said.

"PF taught me that it's not my job to do the heavy lifting," Talley adds. "My job is to create the vision of where we want this company to be, then cultivate the people who can make it happen in the environment they need for success."

"I enjoyed playing football and I was always working to be the best in the game," he says. "I want to achieve that same high level of success in the business world – and my PF team has been a tremendous help in making that transition."

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Darryl Talley
NFL All-Pro

About TEC

Leadership Centers USA offers special CEO peer programs for Florida Presidents and Business Owners through either TEC (The Executive Committee) or PF (The President's Forum). Members meet monthly in small groups of 12 to 17 where they give and receive advice, share experiences and hear expert speakers.

Research shows that companies grow 2-1/2 times faster after their CEO joins TEC.

Since 1957 TEC has been dedicated to increasing the effectiveness and enhancing the lives of CEOs. There are 13,000 members worldwide – with more than 800 in Florida.

To learn more call Leadership Centers USA at 800-733-4832 or visit www.tecflorida.com