

Roger Goodell – this isn't *good-at-all*: The Ray Rice decision

It took the NFL about 6 months too long to make what should have been a very clear decision – to suspend Ray Rice from football indefinitely. The only changes between their decision to suspend him for the first two games and now – growing outrage over what was considered a light sentence as his eventual return grew nearer. There are at least 3 failures of leadership in this case that makes one wonder – *what were they thinking?*

1. The Video.

The Baltimore Ravens organization and the NFL Commissioners office are both claiming that they had not seen the very disturbing, ugly scene in a video released by TMZ back in March. The NFL claims that they asked for any evidence from the proper authorities and the video was never provided to them. Well, the video had been provided to 2,704,463 viewers who chose to see it 6 months ago. I guess none of those viewers were from the NFL Commissioners office or the Ravens organization.



2. The Press Conference.

Back in JUL, the Baltimore Ravens held a press conference such that Ray Rice and his now wife could show how they are working to put the incident behind them. A couple of highlights of this conference: Ray Rice apologizes to everybody starting with the Ravens to his fans, but never apologizes to his wife who was sitting right next to him. He also states that he AND his wife “..wish we could take back those 30 seconds of our life...” The awkward press conference ends with his wife stating that SHE deeply regrets the role that she played in the incident. I watched this all play out thinking it was a trailer for an upcoming SNL skit that would prove to be not too funny.

3. The Tweet.

Right after the press conference the Baltimore Ravens tweet the following:



The tweet has since been deleted, but you have to question the moral character of an organization that not only turns the other cheek on an incident, but actively engages in this manipulation and distorted reality. Yes, the author is a long standing Cleveland Browns fan, but Ray Rice is not the only one who should be indefinitely suspended...the Ravens or at least those culpable in this facade should be as well.

Where was the leadership integrity in this situation when acting in the moment of choice? The message in all of this is quite clear and sad as it is challenging sometimes to not succumb to the cynicism that all leaders think about is the almighty dollar. Let's hope there is accountability for their moral vacuum, similar to the one Ray Rice *eventually* received. Just think of how much "currency" that would be for all of us idealists out there!

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