

# The laws of **EFFECTIVE TEAMWORK**

*Think about how good it's going to feel*











1982 League Cup Final



# The law of **MINDSET**

*Curiosity*





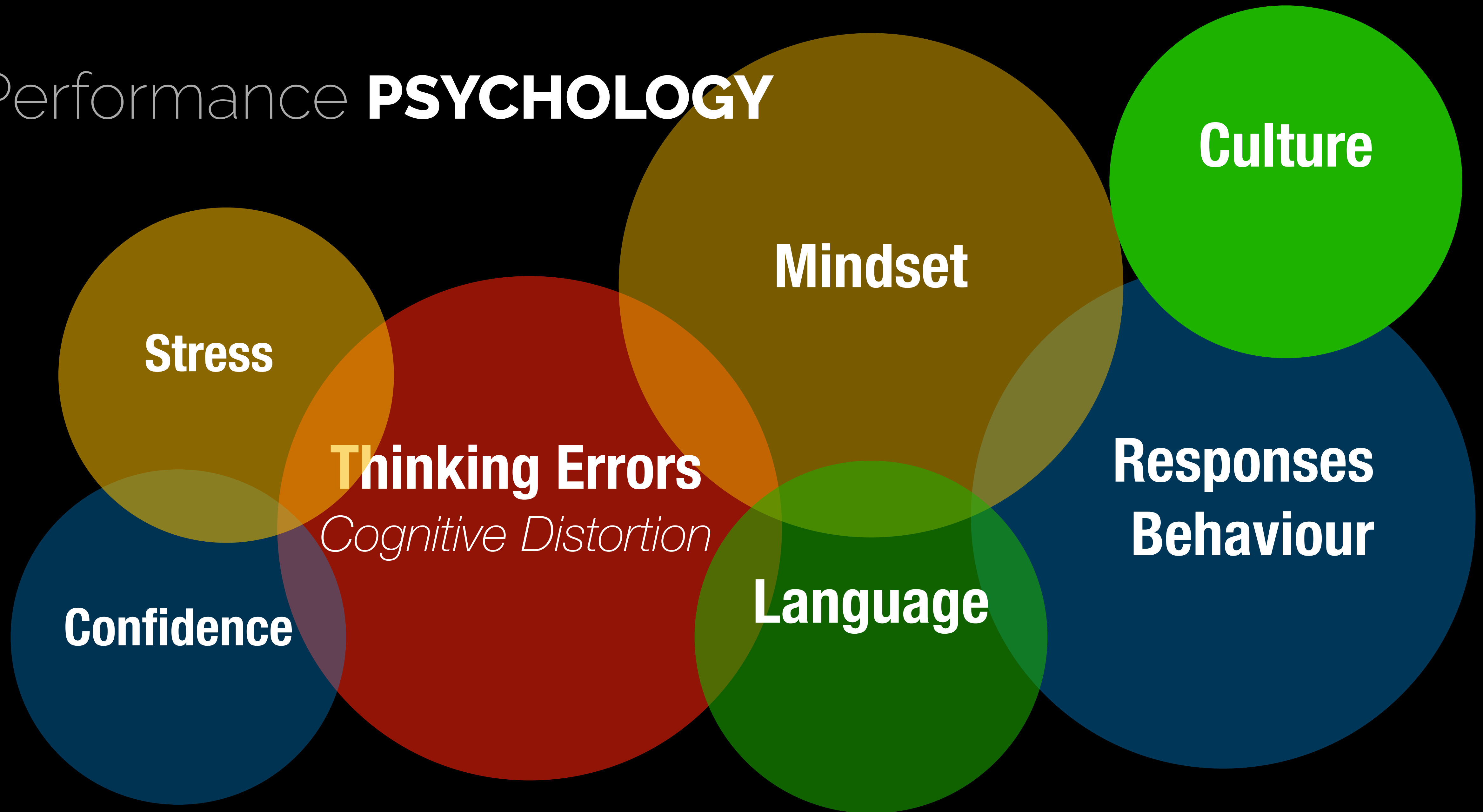
The basic human challenge  
**it's hard to learn what you already know**







# Performance **PSYCHOLOGY**





# The law of **SIGNIFICANCE**

*Team-work works*





I am not dealing with footballers, I am dealing with people. They have fears and worry about failing and making fools of themselves in front of 80,000 people. I have to make them see that without each other they are nothing.

**Pep Guardiola**





“The creation of team spirit  
and the building of ‘the  
good team’ is one of the  
coaches most important  
jobs”

**Sven-Goran Eriksson**





**No one comes in  
Except us**

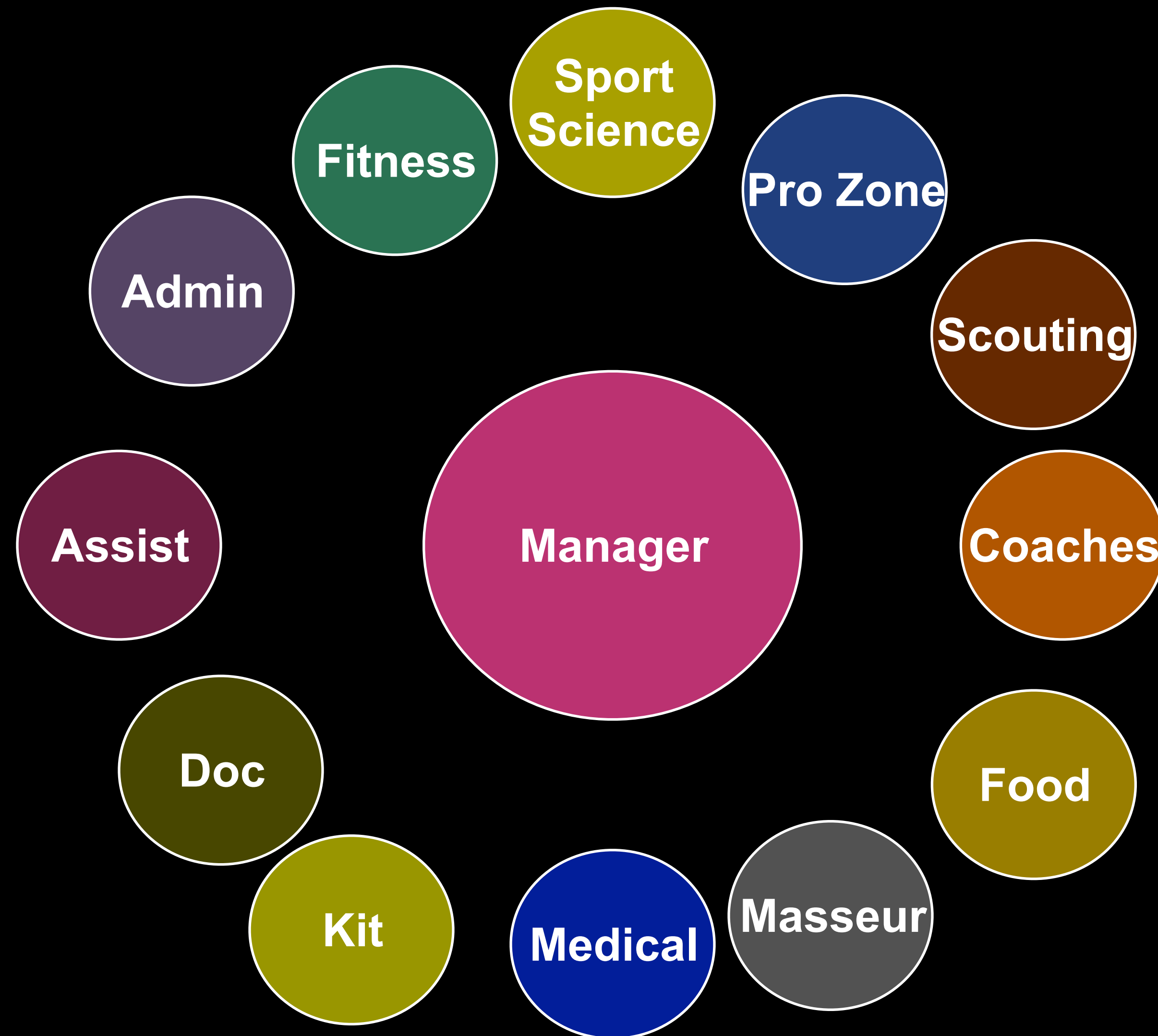




Creating a **CULTURE OF PERFORMANCE**



# Staff: The **team** behind the **team**

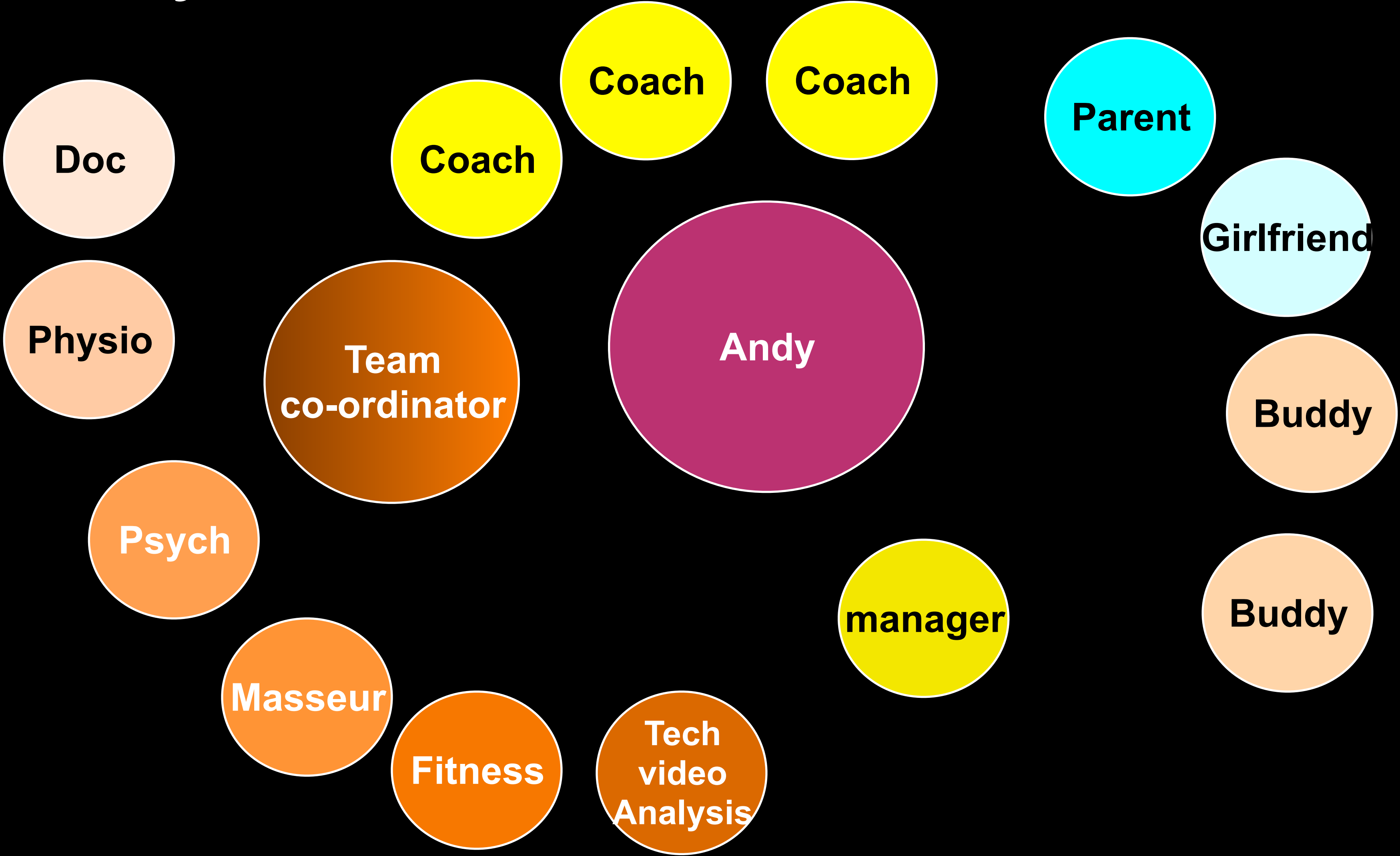








# Team Murray













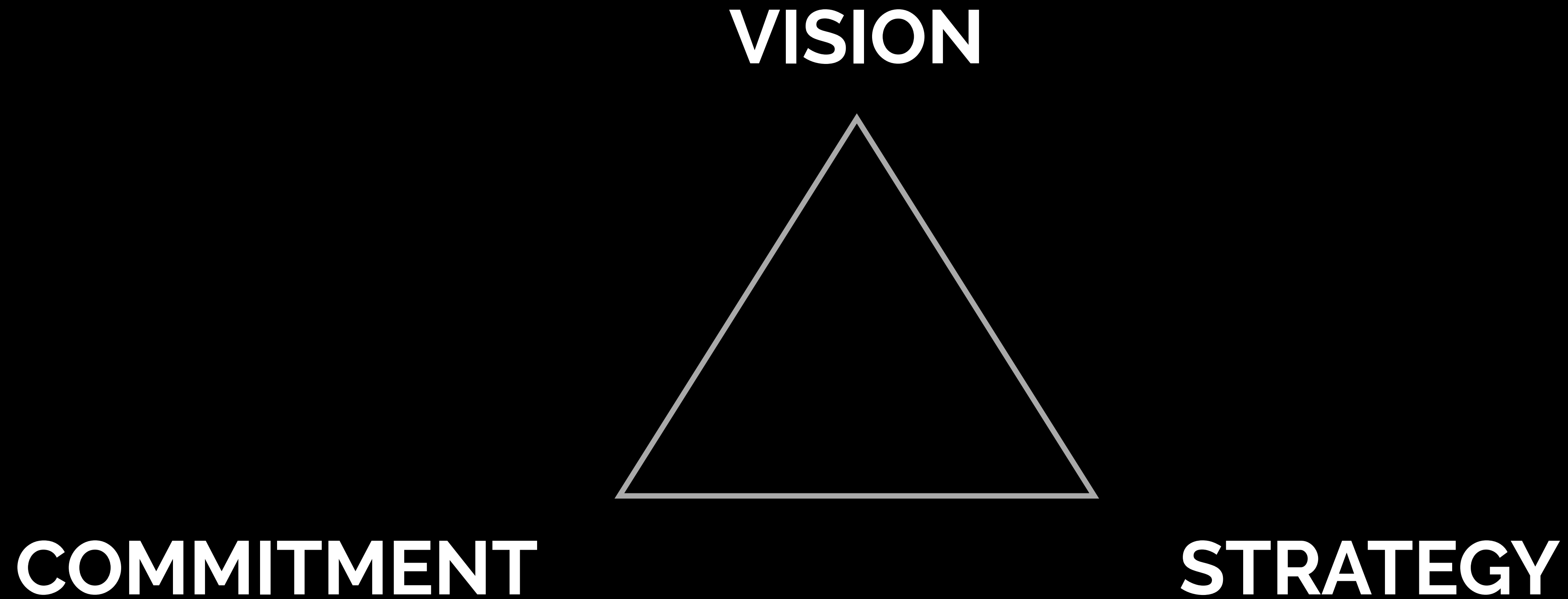








# The foundations of **EFFECTIVE TEAMWORK**





# The law of **VISION**

*"I have a dream"*





# The law of **STRATEGY**

*Planning for success*

- *9 games - 15 points*
- *Maximise opportunity for next game*
- *Expect road-blocks*







US Open 2007

Being realistic

2<sup>nd</sup> round

Jonas Bjorkman

"I'll win in 3 sets"

5-7, 6-3, 6-1, 4-6, 6-1



# The law of **PRICE-TAG** *Commitment & motivation*

“Training can be monotonous, and it is hard work, but you never lose sight of why you are doing it. Every single effort of every single session counts in the months and years leading up to a big event”

**Chris Hoy**





“The fight is won or lost far away from witnesses - behind the lines, in the gym, and out there on the road, long before I dance under those lights”

## **Muhammed Ali**

The world's greatest boxer..ever

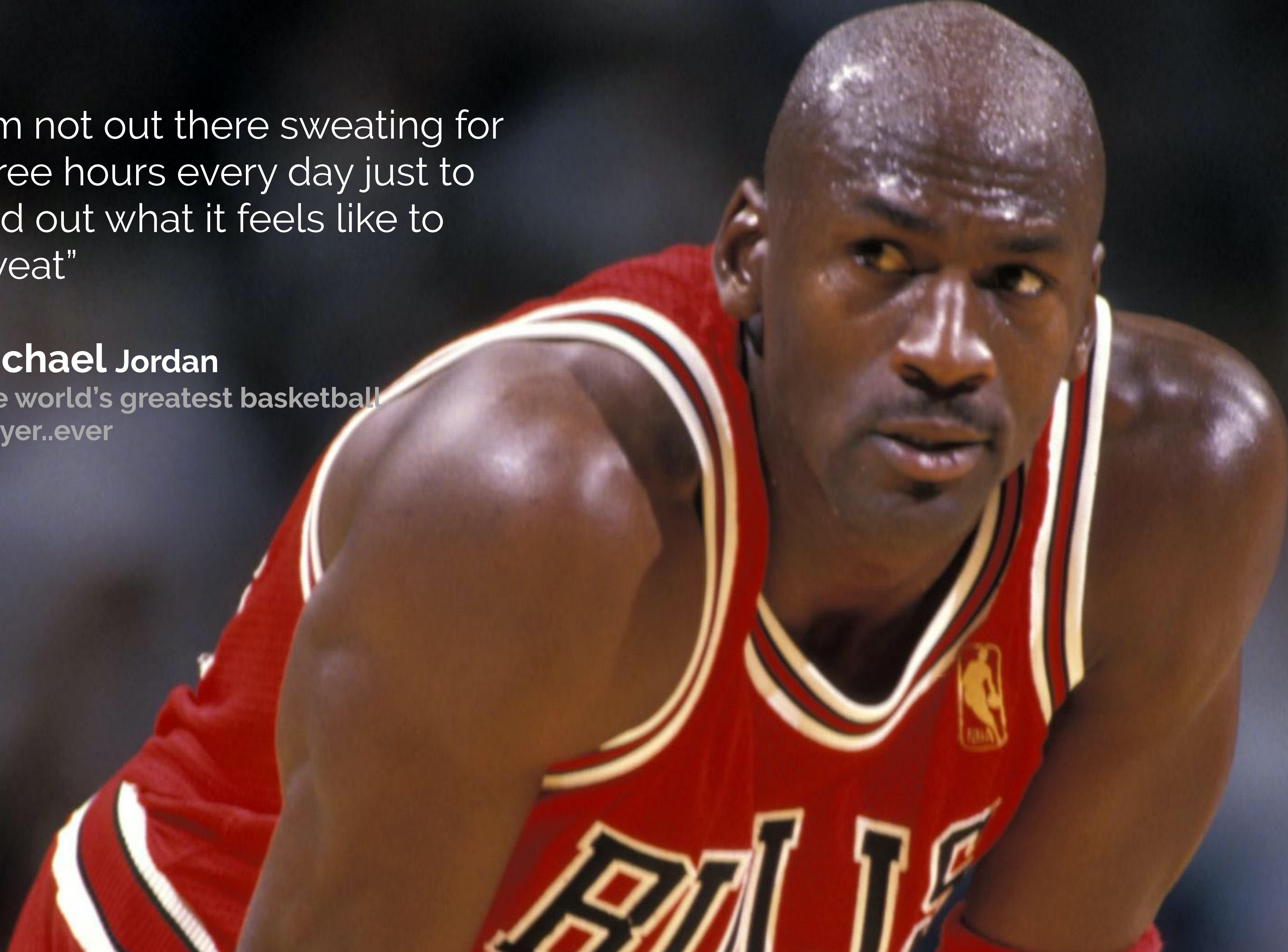




“I’m not out there sweating for three hours every day just to find out what it feels like to sweat”

## **Michael Jordan**

The world's greatest basketball player..ever





**Marginal gains** - It's not about the big things





The team fails to reach it's **potential** when it fails to **pay the price**

- The price must be **paid by everyone**
- The price must be **paid all the time**
- The price **increases** if the team wants to **improve**, change or **keep winning**
- The price **never decreases**

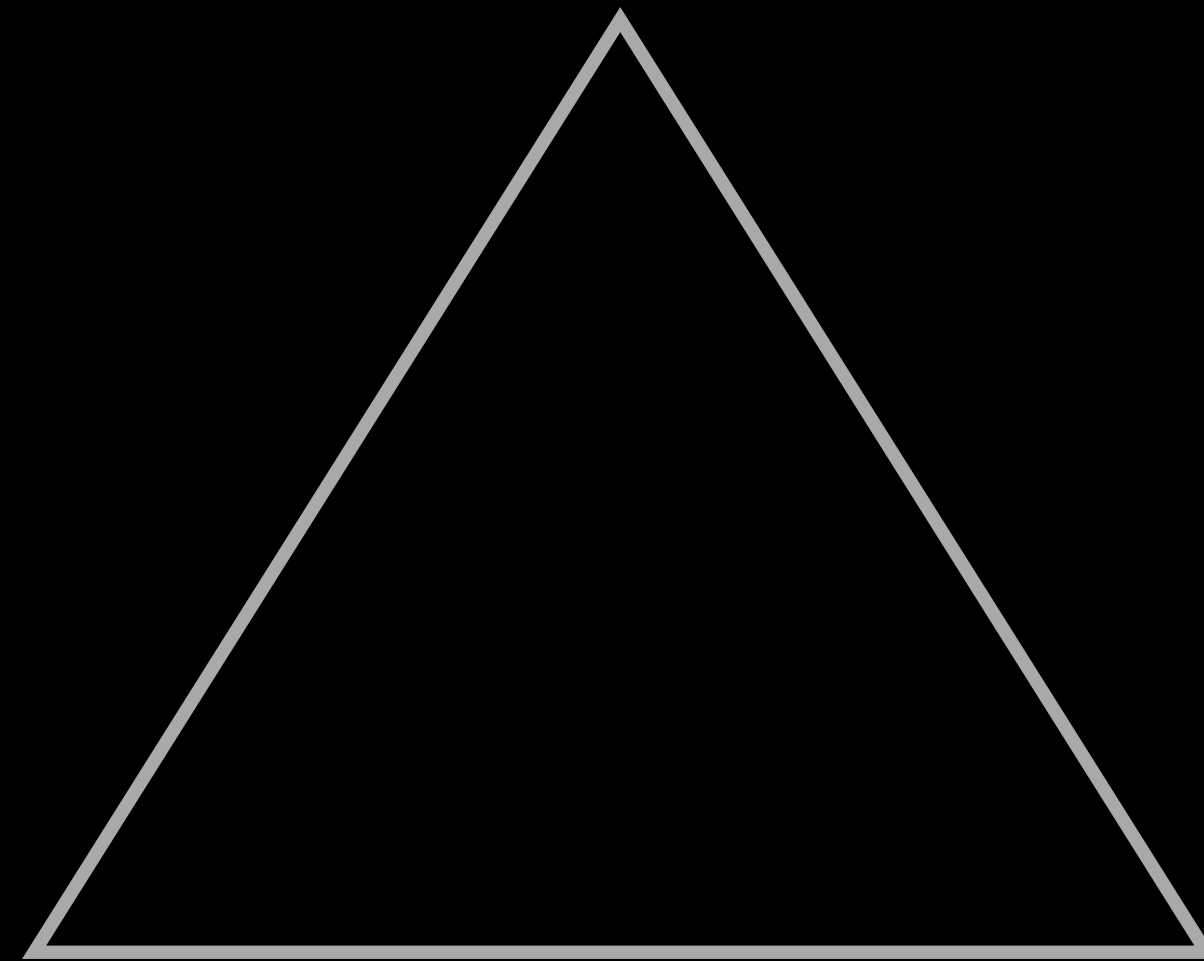
# Be comfortable being uncomfortable



# The laws of **EFFECTIVE TEAMWORK**

**VISION**

desire



**COMMITTMENT**

determination

**STRATEGY**

discipline



**FINISHED FILES ARE THE RE-  
SULT OF YEARS OF SCIENTIF-  
IC STUDY COMBINED WITH THE  
EXPERIENCE OF MANY YEARS**



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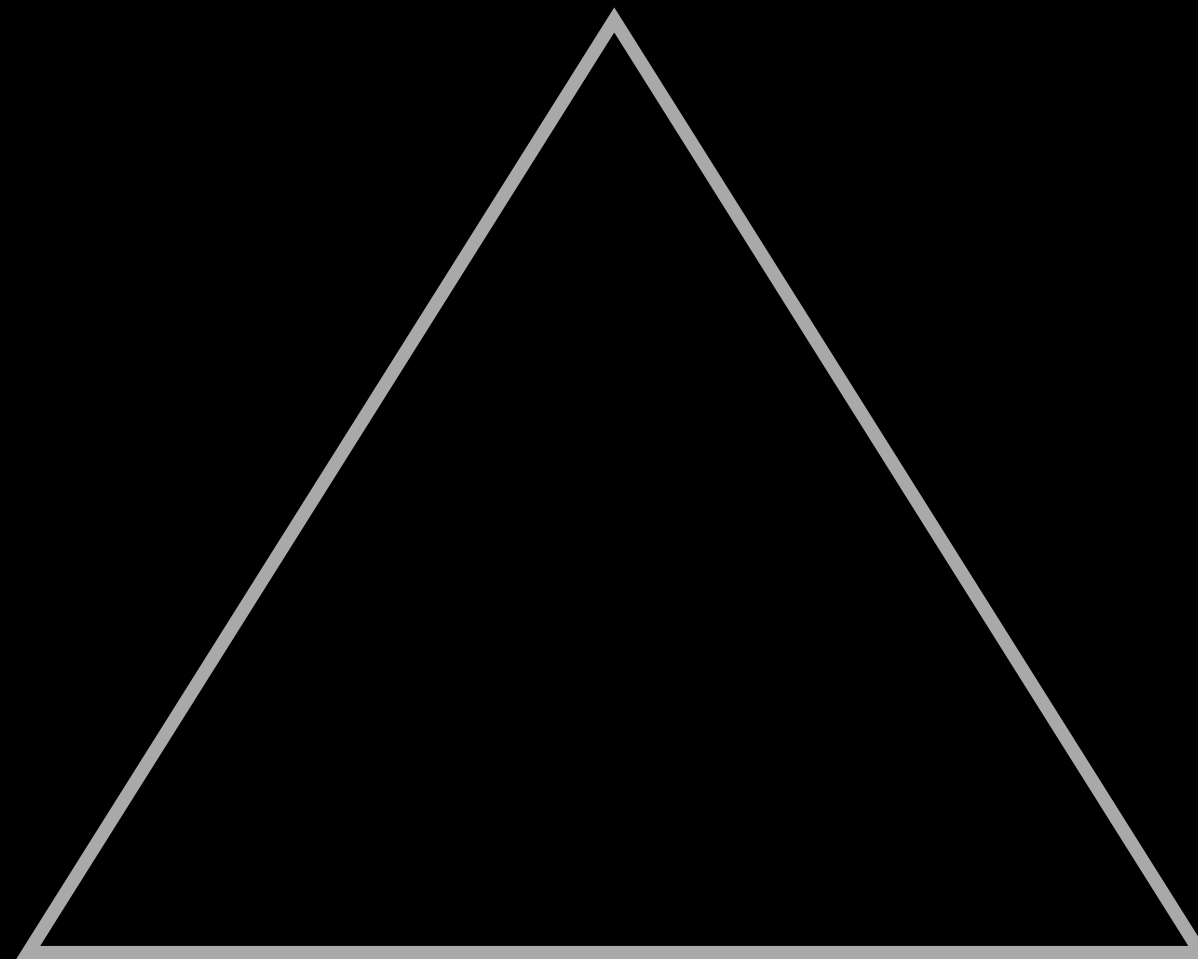


**FINISHED FILES ARE THE RE-  
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# The three **NON-NEGOTIABLES**

**WORK-RATE**



**RESPONSE &  
ROUTINES**

**ATTITUDE &  
ACCEPTANCE**



# The law of **CONTROLLABLES**

*Know what you can effect*

# control the controllable





# No excuse **MENTALITY** *No blame*

“If you say you’re ready  
to go into the ring, don’t  
give an excuse  
afterwards”

**Terry Edwards**

Performance Director  
GB Boxing





The law of **ATTITUDE**  
*Choose it*





“Attitude is contagious.  
Is yours worth catching?”

**Steve Coppel**





“Attitude precedes performance”

**Bill Beswick**





**ENERGISER** or **ENERGY-ZAPPER**

# attitude is contagious - is yours worth catching?



# **F.I.F.O. PHILOSOPHY**

**Craig Donaldson**

CEO Metro Bank



People who **FIT THE CULTURE**

- Hungry and ambitious
- Don't see barriers
- Constantly creating
- Organised & disciplined

**David Brailsford**





# ENERGY INVESTMENT MODEL

**ATTITUDE**

**ENERGY**

<b>SPECTATOR</b> <ul style="list-style-type: none"><li>• Avoid risk</li><li>• Compliant</li><li>• Reactive</li><li>• "Can, doesn't"</li></ul>	<b>PERFORMER</b> <ul style="list-style-type: none"><li>• Open minded</li><li>• Team player</li><li>• Pro-active</li><li>• "Can do" attitude</li></ul>
<b>DRAG-VICTIM</b> <ul style="list-style-type: none"><li>• Blames others</li><li>• Dishonest</li><li>• "Mood-hoover"</li></ul>	<b>CYNIC</b> <ul style="list-style-type: none"><li>• Opinionated</li><li>• Cynical</li><li>• Selfish</li><li>• "Saboteur"</li></ul>



Only the person who isn't rowing  
has time to rock the boat





The law of **CHOICE**  
*Everyday choices*





# The law of **CHOICE**

*Ultimately, it's up to you*

Choose to prepare

Choose to fight

Choose to train

Choose to be pro-active

Choose to adapt lifestyle

Choose to lead

Choose to go for the win

*Choose to get promoted*

...or to be ready

...or to resign

...or to go through motions

...or to be re-active

...or be one of the boys

...or to follow the crowd

...or to be average

*...or to be relegated*

# Choose the way you think!





What do we need to  
do to **put it right?**

“There are only two  
options regarding  
commitment:  
You're either in or  
you're out. There's no  
such thing as life in  
between”

**Pat Riley**

















# The Laws of **STANDARDS**

*Continual performance improvements*





# Continual performance **improvement**

Are we **better** this week to last week?

No reason not to be the **best prepared** team?

Focus on the **solutions**

# raise your standards





# The law of **ADVERSITY & RESPONSE**

*Expecting & dealing with challenges*















# Have a good shitty day



# The law of **ROLE-CLARITY**

*Understand, accept and agree your role*





























































# The laws of **EFFECTIVE TEAMWORK**

#1 The law of **MINDSET**

#2 The law of **SIGNIFICANCE**

#3 The law of **VISION**

#4 The law of **STRATEGY**

#5 The law of **PRICE-TAG**

#6 The law of **CONTROLABLES**

#7 The law of **ATTITUDE**

#8 The law of **CHOICE**

#9 The law of **STANDARDS**

#10 The law of **ADVERSITY**

#11 The law of **ROLE CLARITY**



# *Thank you*

# raise your **standards**

# control the **controllable**

# be **comfortable** being **uncomfortable**

# have a good **shitty day**

# attitude is contagious - **is yours worth catching?**

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