

Message from Tino: January 2019



Strategy and Football

With the Super Bowl fast approaching it seems appropriate to discuss the link between strategy and sport. In big business most strategic decisions reside in the corporate board room and often are covert.

In football and other sports strategy plays out on the field, court, and in other venues. In college football, good teams tend to get the best players and win year after year (e.g. ~~Alabama~~ CLEMSON). Speed, size, agility, often, at the college level, can trump a solid strategy. In professional football, the players matter, but why do teams with the lower draft picks still tend to win more games.

Take the New England Patriots.

Love them or hate them, they have been winners for years. Do they really have the best players or does the coaching, culture, and strategic preparation create the champions? In my opinion the players for the winning teams are not, on the whole, better than those on the mediocre teams. A wise person once said, luck happens when preparation meets opportunity. The Patriots are very lucky. I would add that the culture of the New England Patriots is they are winners and they will win no matter what cards they are dealt.



Welcome to Marty Gupta VP Strategy

I'm excited that TLG is beefing up our offerings to clients in the strategy space, with the addition of [Marty Gupta](#). Please contact me if you want to discuss how we can support you in the areas of strategy, culture and leadership.....every company needs all of them.

[Tino](#)