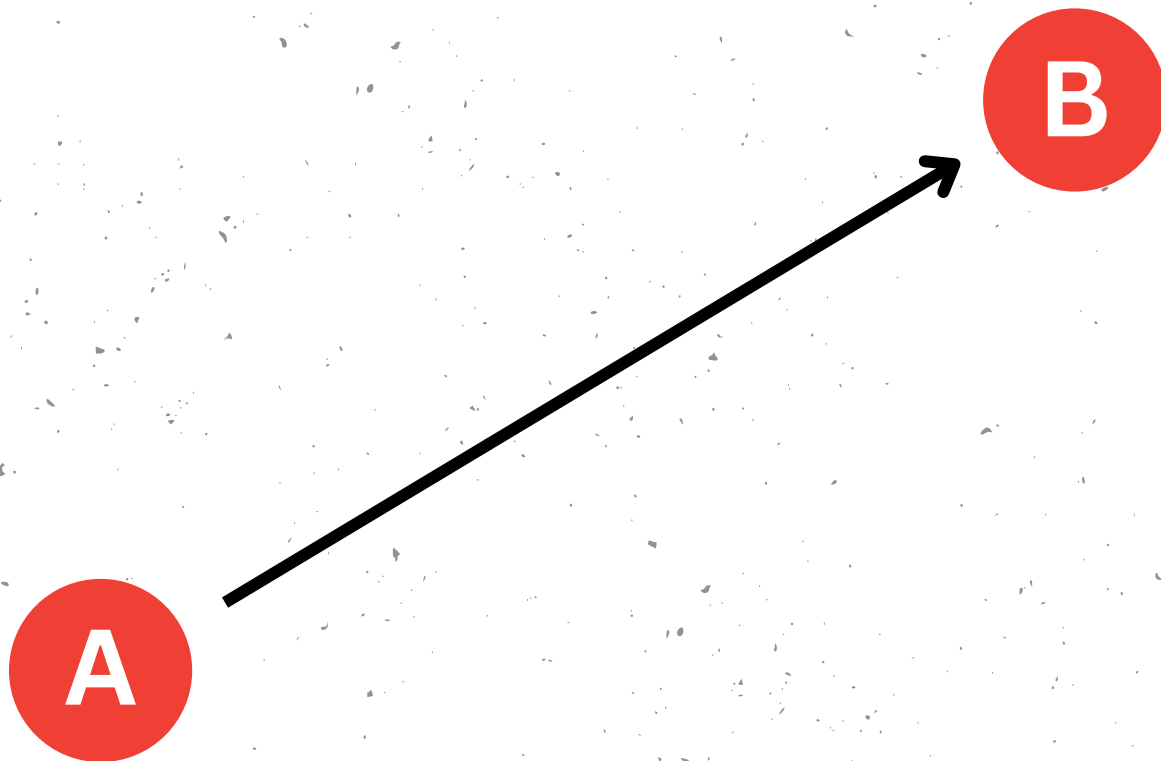


HOW TO BECOME A WORLD-CLASS PERFORMER



LESSONS FROM THE PITCH,
APPLIED TO THE BOARDROOM.

PAUL MCVEIGH



Intro

Hi, I'm Paul, and I spent the first 20 years of my life thinking I knew what world-class performance looked like. Then I started playing against the likes of John Terry, Cristiano Ronaldo, Thierry Henry, and quickly realised what true world-class performance looks like. Since then, I've hung up my boots and spent the last 15 years sharing the lessons I learned from competing in the most competitive sport in the world, with corporate leaders at companies like **Microsoft, KPMG, Cisco, BBC**, and more.

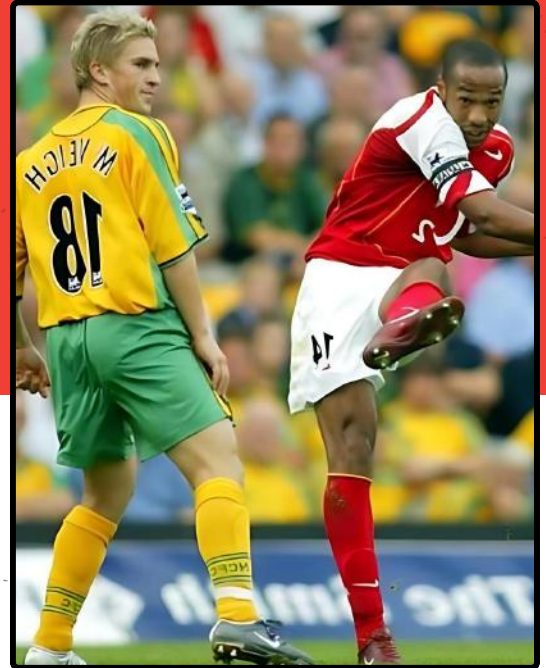
Today, **I'm going to show you exactly how to become a world-class performer.** Taking lessons from playing in & against some of the greatest teams in the world and applying it to the corporate world.

Paul McVeigh

Paul McVeigh



What is “World-Class Performance”?



There's a moment in everyone's life that **redefines your view of excellence.**

For me, it came while playing against Thierry Henry back in 2004.

At the time, I thought I was a pretty good footballer... then I stepped out on the pitch against that infamous 'Invincibles' team.

That day, **I learned what true world-class performance looked like.** Not just because of Thierry, but because of the entire team & staff around Arsenal. Each person knew their role and played it with purpose and precision - it was incredible.

Over the last 15 years, I've been sharing the lessons I learned from matches like that with senior execs around the world.

Today, I'm going to share the **4 key principles behind those lessons with you.**

"If you're not stubborn, you'll give up on experiments too soon. And if you're not flexible, you'll pound your head against the wall and you won't see a different solution to a problem you're trying to solve. World-class performance requires a delicate balance of both."

— Jeff Bezos

THE 4 P'S OF PERFORMANCE

01

PREPARATION

Build a strong foundation for personal success by setting clear goals and creating a disciplined approach.

02

PURPOSE

Clarify your own 'why' and bring a renewed sense of meaning to everything you do. While adding the extra motivation you need.

03

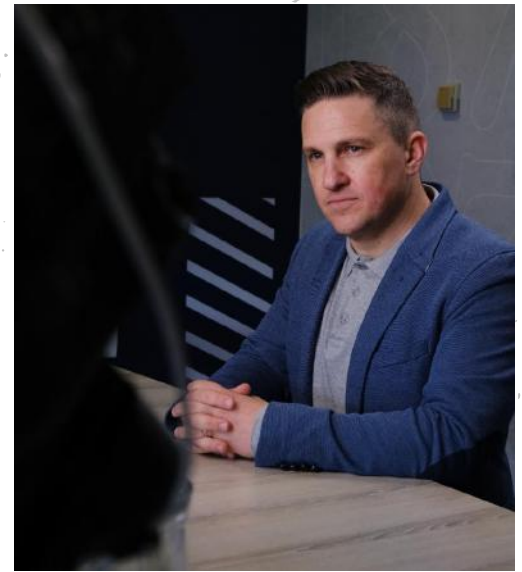
PRECISION

Harness your unique strengths and concentrate on actions that yield the greatest results, elevating your effectiveness and impact.

04

PERSEVERANCE

Develop the resilience to overcome challenges and keep growing. This grit is what sets world-class performers apart and inspires those around them.



These principles were built to help you become your best self and drive meaningful results for your team. They were developed over 20+ years in football and 15+ years working with leaders at companies like Microsoft, KPMG, BBC.





PREPARATION

As much as it looks like it on TV, the top 1% of performers don't just show up and magically perform well. They put insane amounts of effort into their preparation. Because world-class performance starts with preparation. It's about setting yourself up for success by putting in the time, focus, and discipline needed to be at your best. In football, we trained relentlessly, and in business, the same rule applies—your preparation shapes your outcomes.

Here's how to prepare yourself for a world-class 2025:

01

Step 1: Define Your Goals

Set clear, measurable personal goals that align with where you want to go, helping you stay focused and motivated.

02

Step 2: Cultivate The Right Mindset

Build a mindset of commitment and readiness. Prepare yourself to handle both opportunities and challenges with resilience.

03

Step 3: Reflect and Adjust Regularly

Consistently evaluate your progress, refine your approach, and adapt to stay on course.



PURPOSE

Purpose is the driving force behind every world-class performer. It's your reason for pushing beyond the ordinary, the personal mission that keeps you motivated and engaged.

When you're clear on your purpose, it fuels not just your own drive but inspires those around you as well..

So, how can you make that happen?

Here's how:

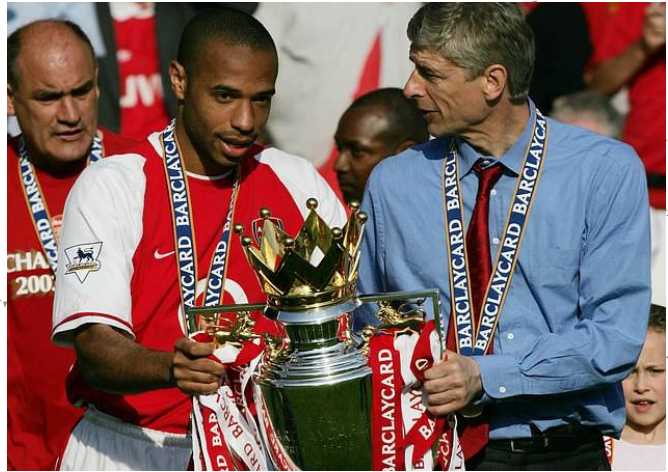
- ✓ Identify what truly motivates you this will keep you engaged and focused.
- ✓ Set goals that reflect your purpose and give a sense of meaning beyond day-to-day tasks.
- ✓ Celebrate your progress and recognise how you contribute to the team's success.

With a strong purpose, your work becomes more fulfilling, energising you to perform at your best and inspiring your team to follow suit.

People think world-class performance starts with talent, but it really starts with knowing your 'why'.

"Nobody has enough talent to live on talent alone. Even when you have talent, a life without work goes nowhere."

— ARSENE WENGER



PRECISION

Precision is about directing your energy toward what truly matters. In sports, every move is calculated, and in business, focusing on the right tasks makes all the difference. When you achieve personal precision, you'll not only improve your own performance but also positively influence those you work with.

How to do that:

Communicate your priorities clearly to stay focused on high-value activities. Then identify and cut out distractions to create a more streamlined and effective approach.

By operating with precision, you maximise your personal impact. This creates a ripple effect, inspiring your team and leading to a more productive, focused environment.

PERSEVERANCE

Perseverance is the trait that keeps world-class performers moving forward, even when the path gets tough. It's the resilience to overcome obstacles, learn from setbacks, and continue growing. As you cultivate perseverance, you'll build a reputation for reliability that strengthens your team and inspires others.

This leaves one question...

How can you actually apply perseverance into your life?

Step 1: Adopt A Growth Mindset

A lot of people talk about mindset nowadays, but few embody a true growth mindset.

If you embrace challenges as learning opportunities. View each setback as a chance to improve and grow stronger. Your performance will dramatically improve.

Step 2: Seek Support When Needed

Surround yourself with resources and people who encourage you to keep pushing forward. Because when your energy wanes, it will be these people that either lift you up or drain you.

Step 3: Set an Example of Resilience

Lead with resilience in your own actions, demonstrating to others that challenges can be overcome.

Steve Jobs

On Perseverance

"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance."



WHAT NEXT?

This was a mere glimpse into some of the insights I share with world-class leaders and teams across the world. **But why stop here?**

If you'd like me to come in and work with your leadership team, speak at your event, or consult on a bespoke basis – please get in touch with my team.

[SCHEDULE A CALL](#)

[LEARN MORE](#)

Thanks for reading my '**Guide To World-Class Performance**'! I hope you found the framework useful and have some insights to take back and implement with your team. If you did enjoy it, why not **connect with me on [LinkedIn](#)**? Or share this with a friend?

Paul McVeigh



brendan@paulmcveigh.co.uk
www.paulmcveigh.co.uk

