



THE LEADERSHIP CLUB
Perspective Fuels Performance

How To Operate a World-Class Team



Teamwork Lessons From
The Premier League



Intro

Hi, I'm Paul. 20 years ago, you might have known me as a footballer. Back then I was competing with & against the likes of Cristiano Ronaldo, Teddy Sheringham, and Jamie Redknapp. But since then, I've hung up my boots and spent the last 15 years sharing the lessons I learned from competing in the most ruthless 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 build, grow, and **operate a world-class team**. Taking lessons from playing in & against some of the greatest teams in the world and applying it to the corporate world.

Paul McVeigh

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What is a “World-Class Team”?

At 24 years old, I thought I knew what a “World-Class team” looked like. Then I played against the infamous Chelsea team of 04/05.

That was a world-class team.

They all had the right mindset, the right mentality. They were locked in, but not alone in their mindset. They were in it together.

They communicated, they kept high standards, and they trusted one another.

Every player knew their role and how it fit into the bigger picture. **It was like watching a machine operating in front of my eyes.**

That is how a world-class team operates and it's time corporate leadership took some lessons.



"To be the ultimate team, you must use your body and your mind. Draw up on the resources of your teammates. Choose your steps wisely and you will win. Remember, only teams succeed."

— **José Mourinho**

The 4-Step Plan

01

VISION & GOALS

Establish a clear vision and set specific, measurable goals to unify and drive your team.

02

TRUST & COMMUNICATION

Foster transparency and effective communication to build a foundation of trust within your team.

03

INDIVIDUAL STRENGTHS

Identify and utilize the unique strengths of each team member to achieve greater synergy and productivity.

04

CONTINUOUS IMPROVEMENT

Commit to constant learning and flexibility to keep your team competitive and resilient.



This 4-step plan was developed off the back of a 2-decade stint at the top of professional football, combined with 15+ years working with leaders at companies like Microsoft, KMPG, BBC, Cisco, and more.





Vision & Goals

The definition of a world-class team should be A group of skilled people working toward the **same vision**. Because at its core, that's what it is. Take a look at any world-class team – they all strived towards a **collective vision**. Take the early team at Facebook, they wanted to build a social network that connected the world. The same goes for football, look at any top team over the last 100 years. They don't win because they have the best players in every position. They win because they're all on **a mission together**.

Action step: Get your team on a collective mission

01

Step 1: Define Your Vision

Clearly articulate what success looks like for your team. Make it **specific**, but also **inspirational**. This vision shouldn't be to hit some placid number, it should be something that **lights a fire** under them!

02

Step 2: Get The Team's Buy-In

The reason most goals fail is because the **team never buys in**. It's a goal set by the leaders and pushed on the team – not embodied. So sit the team down and **show them** what they'll get out of this.

03

Step 3: Communicate Consistently

Visions and goals are not a once-a-year thing, you need to regularly **reinforce the vision** to keep everyone aligned. Use **visual reminders** to keep them at the forefront of everyone's mind.

Trust & communication

The one thing that stood out when I competed against that invincible Arsenal team: **Trust**.

They were all good players, but the one thing they had over everyone else was that they trusted each other.

To put the ball where they wanted it. To come up with the goods late on. They backed their teammates.

The same thing is just as important in business. Without trust, a team cannot function at its highest level.

This leaves one question...

How can you build trust in your team?

Step 1: Communicate Clearly

Like most relationships, **bad communication will kill trust**. If things go wrong – communicate. If things are going well – communicate. Clearly & concisely.

Step 2: Be Transparent

Share information **openly** and **honestly** with your team. If you want them to trust each other, you have to show them that they operate in an **open and trustworthy** space. You dictate the environment.

Step 3: Actively Listen

Show that you **value their input** by actively listening and responding thoughtfully. This means not just hearing the words they say, but **understanding the context** and emotions behind them.

Steve Jobs
On Teamwork



"Great things in business are never done by one person. They're done by a team of people."





"The work of a team should always embrace a great player but the great player must always work."

— SIR ALEX FERGUSON



Individual Strengths

That quote above is one of my favourites of all time. Because so many leaders forget that the best teams in the world always play to the **individuals within it's strengths**. World-class teams aren't trying to create a group of equals. They are trying to do the opposite.

How to do that:

Sit down with your team & **verbalise the strengths** of each member within it. Tell them how that strength can **help the team** and also how you (as a team) can elevate it.

Great teams are made and broken depending on how well they are able to succeed at this. World-class teams need **world-class individuals**, and it's your job as a leader to help elevate that talent and utilise it effectively within the team.



Continuous Improvement

There is one issue with world-class teams... the people in them **don't want to stagnate**. They want to grow, get better, improve. So if you want to manage & maintain that team, well... you have to improve - constantly.

So, how can you make that happen?

Here's how:

- ✓ Push a "promote vs. recruit" culture. Whereby everyone can keep progressing.
- ✓ Develop personalized growth plans for each team member.
- ✓ Recognize and celebrate both individual and team achievements.

If you want to keep your team performing at a world-class level, they all need to be **striving for new goals**. How does Pep Guardiola keep Man City at their best after 4 consecutive titles? He keeps pushing every player to get better and better. To **continuously improve**.

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.

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Thanks for reading our 'Teamwork Masterclass'! I hope you found the guide useful and has some insights to take back and implement with your team. If you did enjoy, why not connect with me on LinkedIn? Or share this with a friend?

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