

## **MEDIA SYNOPSIS**

23 July 2018

The Business Times – Views from the Top

# **FIFA World Cup 2018 holds lessons for successful team building**

*The FIFA World Cup 2018 is widely seen as one of the best World Cups in recent memory, with many surprises and goals aplenty. One talking point was the role of teamwork as opposed to just superstar talent. What lessons can businesses learn from the beautiful game? Leon Perera, CEO of Spire Research and Consulting, shared his thoughts in The Business Times – Views from the Top section on 23 July 2018.*

As World Cup fever draws to an end, the game lived up to its hype with breath-taking goals and outstanding performances. Perera highlighted the role of team effort over mere individual talent, which was evident in the early failure of teams with world-class superstars like Argentina and Portugal.

Perera also pointed out the importance of investing in new talent pipeline development, which paid rich dividends for France, the winning team and also one of the youngest teams in the World Cup.

The game also highlighted the role of risk-taking. A relentless approach to attack and score goals, rather than being primarily defensive, characterized the performances from France and Croatia, the two Finalists. No business can

cost-cut and risk-manage its way to growth. Ultimately bold growth strategies need to be developed and executed.

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**About Spire Research and Consulting**

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