

“Inches to performance” The business of football



'The content is a real
eye-opener.

It demonstrates how achieving
peak performance in
professional football and the
business world are very similar'

Matthew Le Tissier



'Successful development
is often a result of mis-steps
taken in the right direction'



'Work hard to achieve or give
up and get out'



'Lets start everyday with
hope and desire to be better
than we were yesterday'



'People with goals succeed
because they know
where they're going!'



Ability – is what you're capable of doing.

Motivation – determines what you do.

Attitude – determines how well you do



'There are two kinds of people,
those who do the work and those who
take the credit.
Try to be in the first group; there is less
competition.'



‘The greatest mistake you can make in life is to be continually fearing you will make one!’



'Success leaves footprints that
can be followed'



'Education's purpose is to
replace an empty mind
with an open one'



'Our greatest weakness lies
in giving up'



Is good enough,
good enough?



'What has been seen cannot
be unseen'



'Elite Performance finds the way or it makes the way'



'Individuals play the game,
but teams beat the odds.'



'Goals in writing are dreams
with deadlines'



What is your Brand?



What do you stand for?



'Aim for the stars and you
might just land on the moon!'

