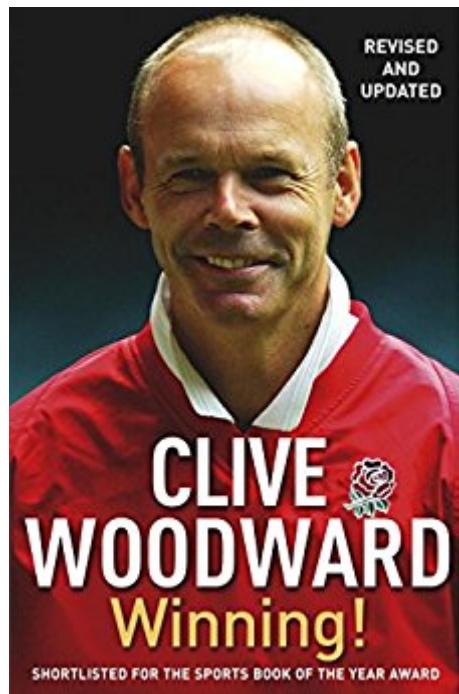


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# Winning!



## **Synopsis**

Winning! tells the story of the remarkable past six years - an unforgettable journey that began in September 1997 and took the team from the lower ranks of international first-class rugby to the top as World Cup Champions. Sir Clive Woodward and his team mounted a campaign of vast change, great learning, team building and clear vision to achieve their aim. 'We would question everything, change anything and leave no stone unturned,' he writes. WINNING! will talk about the team's journey of innovation and discovery and will reveal exactly how it happened, the fundamentals of their success and how these principles can be applied to any human endeavour. 'We changed the way we coached, the way we played and, of equal importance, how we operated off the field.' Bringing his business management skills to the game, Woodward simplified the entire approach to the structure of the team and created new management systems both on and off the pitch. In an anecdotal style, Clive Woodward entertains and informs while he describes the thrilling build-up to England's World Cup triumph.

## **Book Information**

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## **Customer Reviews**

IF your a rugby fan you'll probably soak this book up in 1 reading. IF your not a rugby fan you'll probably become one. The book packs a double punch and does it brilliantly: On the one hand it is a

fascinating story of how a national sports team goes from 6th in the world to global domination. On the other hand it is simply one of the best management books around. Lessons like: T-CUP (Thinking correctly under pressure) Energisers vs. energy sappers Teamship rules The crazy Dentist The "IF" counting exercise Humphrey walter's "Noses pointing in one direction" etc etc etc. Absolutley, blindingly brilliant.

This book is one that I constantly refer back to in all of my coaching adventures. It is a great showcase of how to blend business and rugby together to maximize both your on field product and how to sell it off the pitch. It is a must read for any coach who is serious about his or her's rugby.

He doesn't cut corners in his drive to success and this book is a blueprint for aspiring managers in any sport/business. He lacks warmth in the clinical nature of his dealings with the team but then again you are forewarned that there is no gossip or secrets revealed in the book. This is a pity as these details could highlight how he managed to deal with such adversity. Either way, he is an admirable man and it is a good read.

Simply superb. I Was happy with the quality of the book and its a great read. Any coach or leader looking to get their team working in synergy, this book sheds some insight of how to obtain that. Thanks. Osi.

good

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