



A keynote in 45 minutes

# INSIDE WINNING TEAMS

What 40 years inside elite sport and high-pressure business taught me about the patterns that separate winners from the rest.

Roberto Forzoni · Performance Psychologist · Keynote Speaker · Magician

78%

Premier League win rate, up from 23%, in nine games

No. 1

Sir Andy Murray – 3 Grand Slams, 2 Olympic Golds

26 yrs

BBC, Sky and Al Jazeera contributor since 2000

## Inside the keynote

Roberto has worked with athletes who have won Olympic gold, Grand Slam titles, and more than 15 medals between them at Olympic, World and European Championships – across tennis, athletics, judo and boxing. As National Psychology Manager at the LTA, he created Team Murray – the support team that helped take Sir Andy Murray to world No. 1 – and authored *The FA Guide to Psychology in Football*. The patterns that show up in every winning team are the same ones that move the dial in workplaces navigating change, distance, and noise.

## What the audience leaves with

A new question

"What do I bring to this team?" – the shift that flipped a Premier League season

A pattern language

Significance, Vision, Attitude, Standards – the markers found in every winning team.

A daily test

"Did I work as hard as I could today?" – the question elite performers ask.

## Ideal for

HR conferences

Hybrid & distributed teams

Post-merger integration

Change programmes

Leadership offsites

Internal comms summits

Team building

Sales kick-offs

Culture change

