

KEYNOTE · 45 MINUTES · ROBERTO FORZONI

Inside Winning Teams

What championship teams know that most organisations don't.

A Premier League side turned a relegation season around when its players changed one question. Drawing on over 30 years inside elite sport, Roberto Forzoni shows the four markers found in every winning team, and how leaders build them in workplaces stretched by change, distance and noise.

23% → 78%
WEST HAM POINTS RETURN, FINAL NINE GAMES, 2006-07

4
MARKERS FOUND IN EVERY WINNING TEAM

8
PREMIER LEAGUE CLUBS WORKED WITH

INSIDE THE KEYNOTE

1. **The question that turned a season.** From "what do I get?" to "what do I bring?", and why that shift changes how a group behaves under pressure.
2. **Significance, Vision, Attitude, Standards.** The four markers of a winning team, in a dressing room and in a sales team, a project team or a merged business.
3. **Trust under pressure.** How winning teams read each other, and what breaks when they misread each other.
4. **Standards beat talent when it matters.** The small, visible behaviours elite teams hold themselves to, and how leaders make them stick.
5. **The daily test.** The one question elite performers ask at the end of every day.

WHAT THE AUDIENCE LEAVES WITH

A NEW QUESTION
"What do I bring to this team?"

A SHARED LANGUAGE
Significance, Vision, Attitude, Standards

A DAILY TEST
"Did I work as hard as I could today?"

IDEAL FOR

HR and people conferences · Leadership offsites · Change and post-merger programmes · Hybrid and distributed teams · Internal comms summits · Sales kick-offs · Culture change

Formats: 45-minute keynote · 60 minutes with Q&A · half-day workshop with each team's own four-marker scorecard · virtual

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When performance really matters.

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