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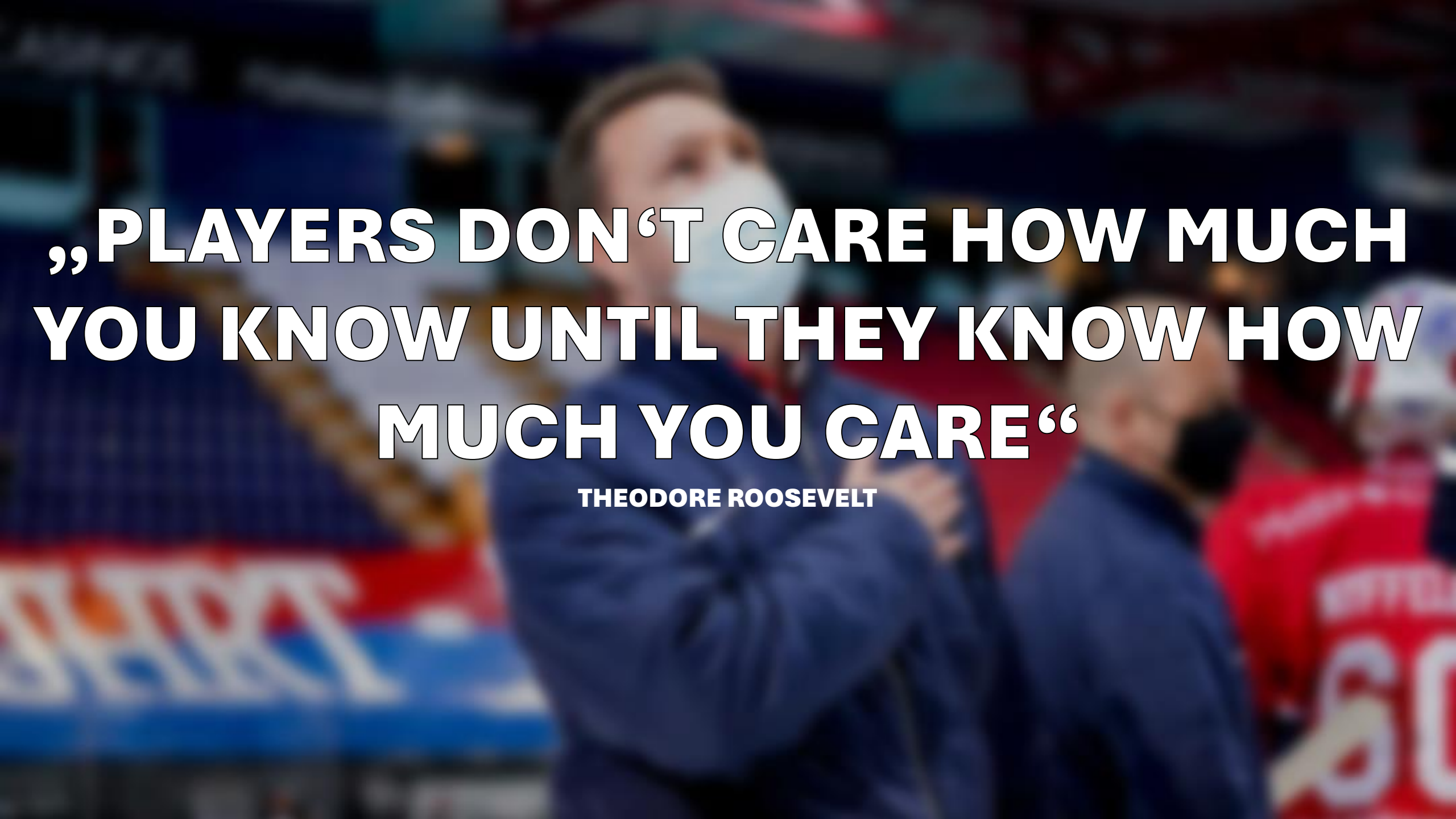


HOW TO GET THE MAXIMUM PERFORMANCE OUT OF YOUR TEAM

BY JEFF TOMLINSON



DNAAWARDS

The background is a blurred photograph of a football stadium. In the foreground, a person in a blue jacket is seen from the back, looking towards the field. In the background, other people are visible, including one in a red jersey with the number 60. The text is overlaid on this scene.

**„PLAYERS DON‘T CARE HOW MUCH
YOU KNOW UNTIL THEY KNOW HOW
MUCH YOU CARE“**

THEODORE ROOSEVELT

A blurred background image of an ice hockey rink. In the foreground, two players in blue jerseys are visible. The background features several advertisements on the boards, including 'eurojob', 'EUROBUS', 'com-trend', and 'reha'. A red and white striped barrier is also visible.

SELLING TEAM CONCEPTS



DON'T TREAT EVERYBODY THE SAME

THE TEAM IS LIKE A HOUSE OF CARDS

MAKING TOUGH DECISIONS

BE FLEXIBLE

BE VISIBLE

A line of ducks is walking on a sandy beach. The ducks are dark in color, and their shadows are cast on the sand. The background is a soft-focus view of the ocean with gentle waves. Overlaid on the image is the text "IT'S EASY TO LEAD WHEN THINGS ARE GOING WELL" in a bold, white, sans-serif font with a thin black outline.

**IT'S EASY TO LEAD WHEN THINGS
ARE GOING WELL**

A bulldog puppy is lying on its belly on a polished wooden floor. The puppy's head is down, and its front paws are visible. The background is a dark, out-of-focus wall. Overlaid on the image are three text boxes with red borders. The top box contains the text 'DON'T GET BORED'. The middle box contains the text 'BE TRUE TROUGH THE PROCESS'. The bottom box contains the text 'STAY HUMBLE'.

DON'T GET BORED

BE TRUE TROUGH THE PROCESS

STAY HUMBLE



LEARN FROM YOUR MISTAKES



KEEP EVOLVING



OVER AND ABOVE THE CALL OF DUTY



THANK YOU FOR YOUR ATTENTION