

Author of New Book Reveals How Watching More Football Can Make You More Successful at Work

Stuart Blyth reveals what winning football coaches know that can help you be part of a dream team at work.

Delaware April 2016—Even after the Super Bowl is just a memory, football will remain on the minds of Americans anticipating the NFL Combine, the April draft and next year’s season. American football is also on the mind of British author Stuart Blyth, who has written *Football Field to Boardroom: The Playbook for Creating World-Class Business Teams*.

According to Blyth, if people paid more attention to the lessons the best football coaches can teach them, American businesses would no longer lose \$13 trillion in revenues to fatal mistakes made with their draft picks (personnel).

Blyth, whose book was published in late January, says, “Most business owners and corporations have a serious problem: they don’t recognize the talents and abilities their employees possess or understand how to use key innate personality differences to their advantage. ... Unquestionably the best people managers are the coaches of professional sports teams. They must know everything there is to know about each individual team member in their roster, and the stakes are high.”

A frequent guest in the U.K. on *BBC World News* and other high profile news and business programs, Blyth seeks to bring his expertise to America where he can talk about:

- Why football is the best sport in the world for watching how strategy is played out — learn the three best coaching strategies you can apply at work.
- What former Redskins cornerback Darrel Green’s Tootsie Roll can teach you about motivation.
- Why businesses need a radically different approach to team building to shut out the competition.
- The untold reason why so many high-profile trades fall through that is equally apt for getting new business hires off to the best possible start.

About the Author

Sports fanatic and athlete Stuart Blyth, who trained with such legends as Pele and Bobby Charlton, spent 25 years in corporate IT, with companies such as Oracle and Stellent, successfully building business teams that consistently deliver increased revenues. *Football Field to Boardroom* is his second book. He is founder and CEO of Football Field to Boardroom LLC, an innovative training and events company that uses the principles of team excellence and football management to improve business performance.

AVAILABILITY: Nationwide by arrangement in the U.S. and via Skype.

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