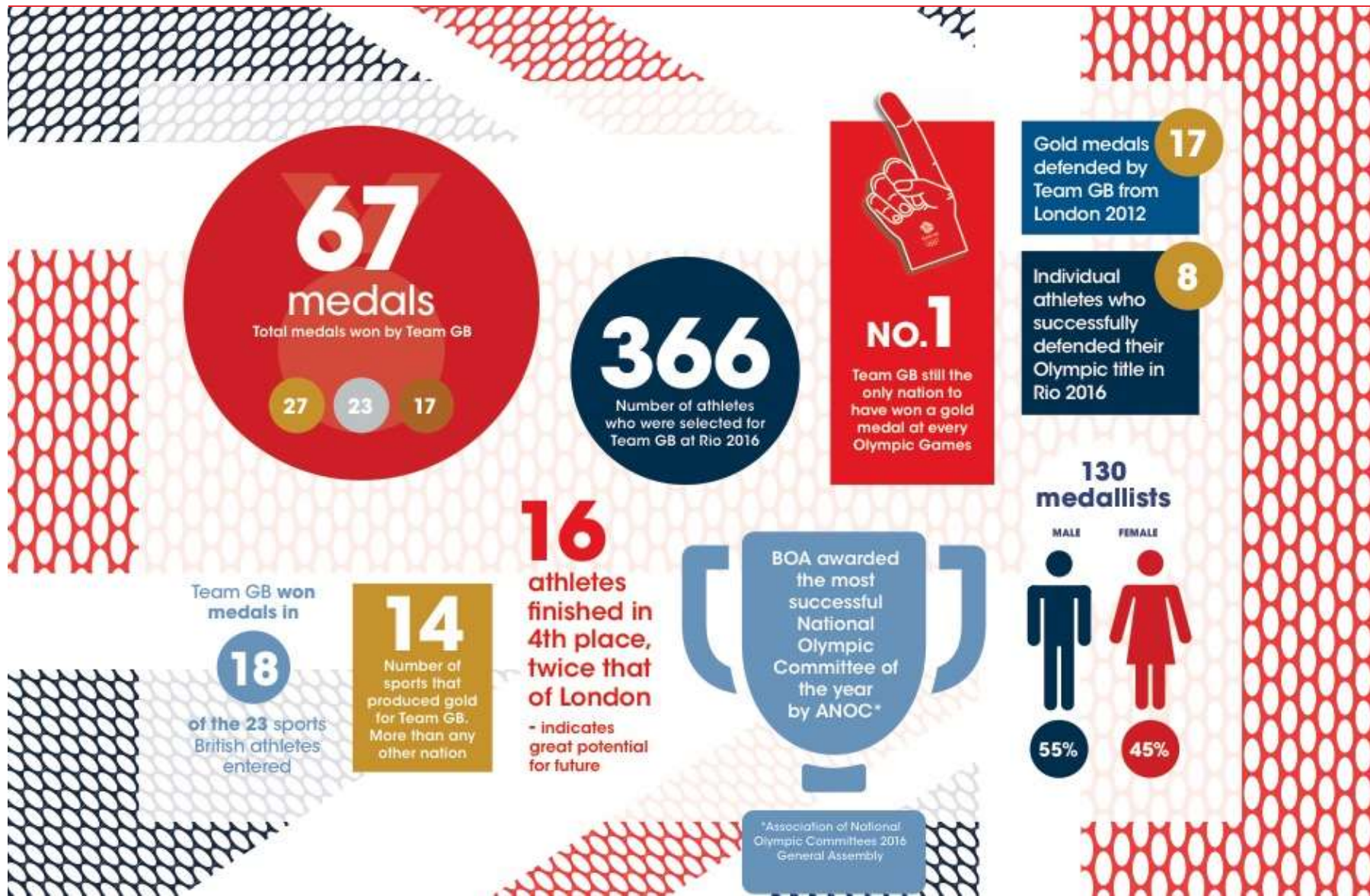




What it takes to be A Great Team

Mark England

How history was made in Rio



An Olympic sporting superpower



A nation of
60 million

beat China with
a population of

1.3 billion

and came 2nd only
behind the USA

01

One Aligned Leadership
Believing in a Vision & Mission



BELIEVE
EXTRAORDINARY

“Create the optimal environment to enable Team GB to make history at the Rio 2016 Olympic Games”





02

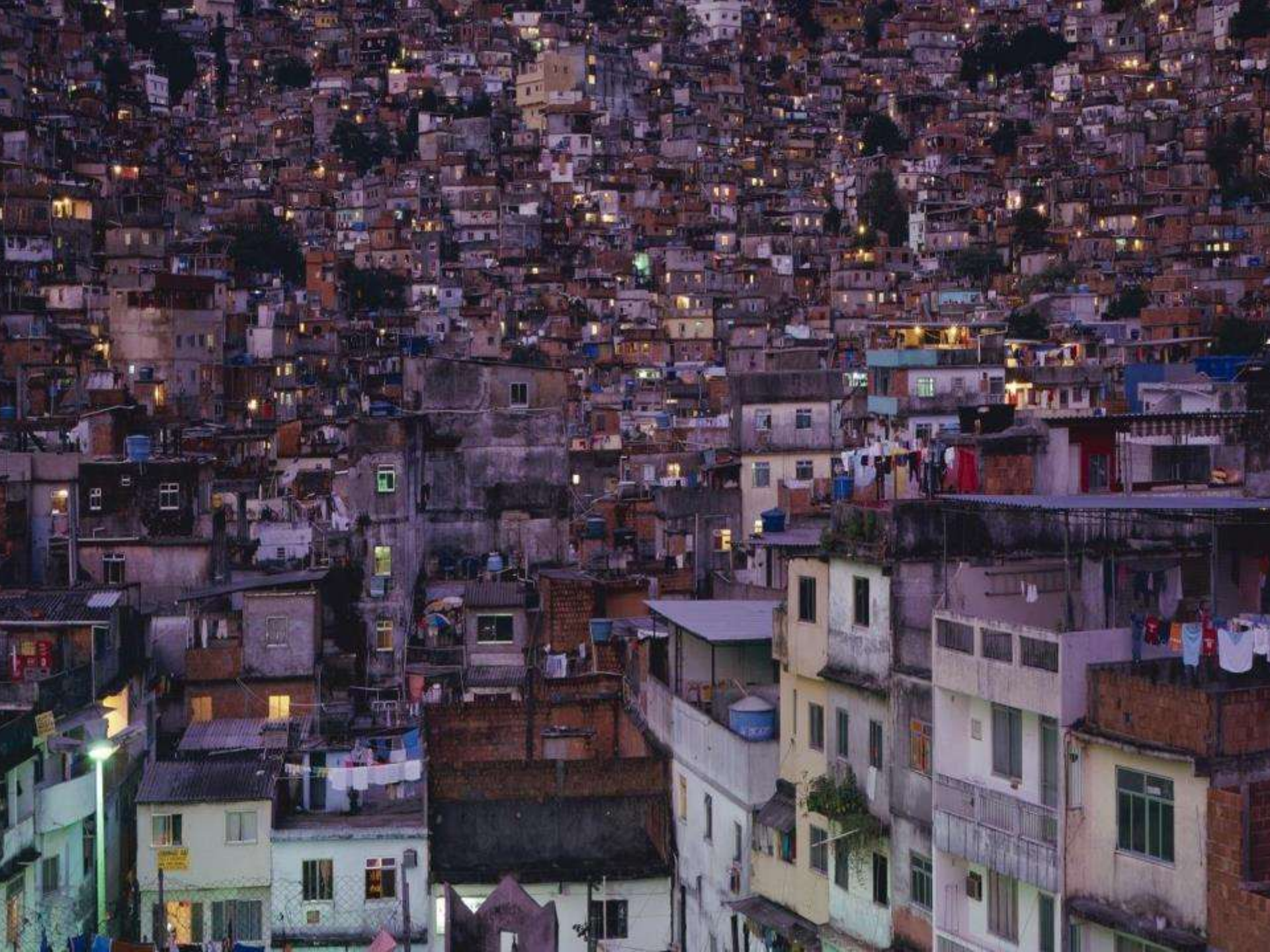
Forensic understanding of
the battleground



BELIEVE IN EXTRAORDINARY

All that glitters is not gold











BREAKING NEWS

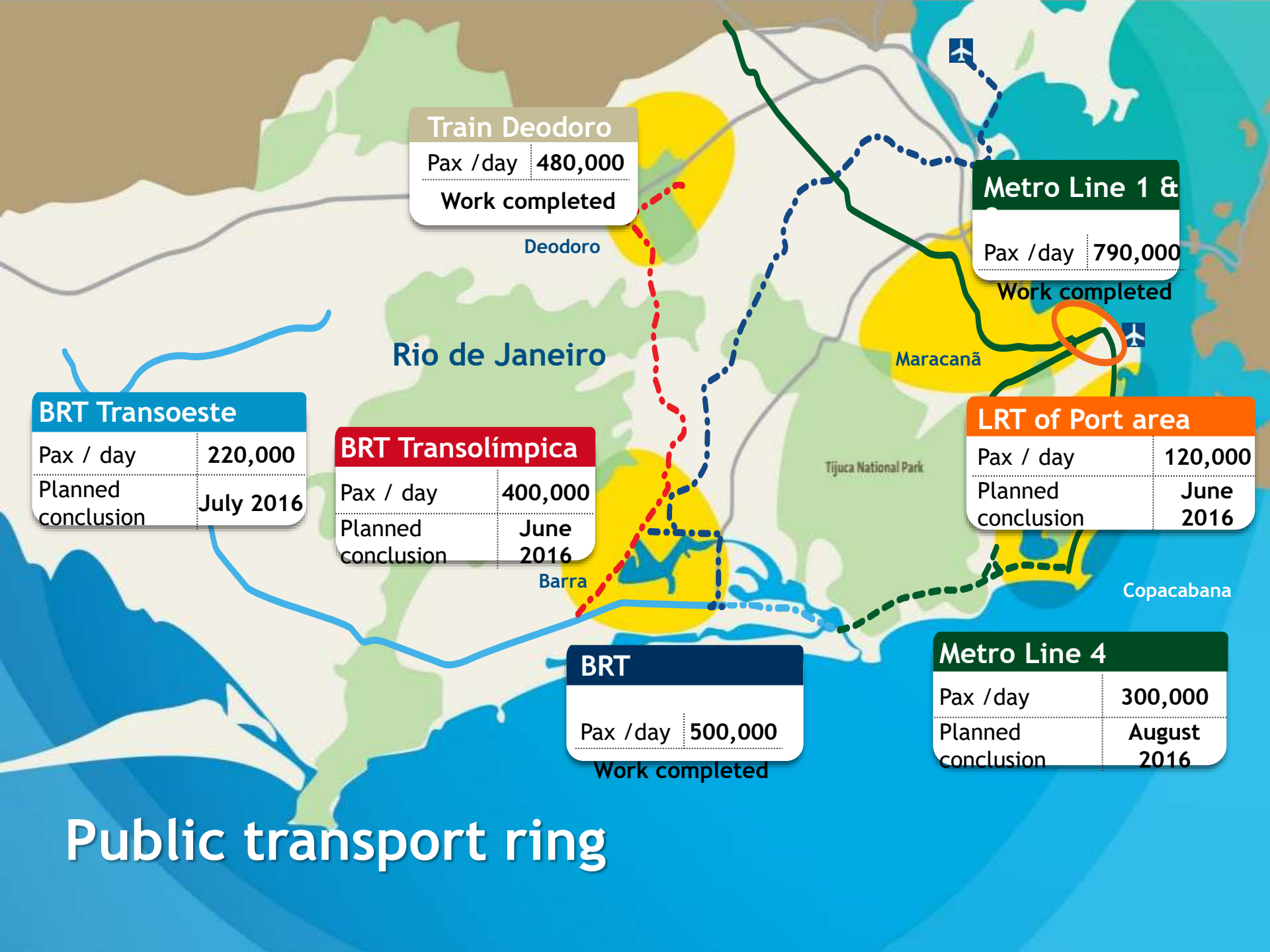
RIO BIKE LANE COLLAPSE

AP reports two people have been killed

BBC NEWS 17:34 LUTES HAVE BEEN FIRED AROUND BRITAIN TO

Pictures from Fabio Aquino





Train Deodoro

Pax / day	480,000
Work completed	

Metro Line 1 & 2

Pax / day	790,000
Work completed	

BRT Transoeste

Pax / day	220,000
Planned conclusion	July 2016

BRT Transolímpica

Pax / day	400,000
Planned conclusion	June 2016

LRT of Port area

Pax / day	120,000
Planned conclusion	June 2016

BRT

Pax / day	500,000
Work completed	

Metro Line 4

Pax / day	300,000
Planned conclusion	August 2016

Public transport ring



03

Create the right structure & pick the right team...Push beyond boundaries

**Games
Services**

**Performance
Services**

**Olympic
Athletes**

**Athlete
Services**

**Sport
Services**

**GREAT PREPARATION
GREAT SUPPORT
GREAT PERFORMANCE**



04

Create Team Unity Rio Ready - The Culture Club

BELIEVE IN EXTRAORDINARY



pride | unity | responsibility | respect
performance

pride

Olympian

Feel proud to be an Olympian and take your place in history alongside a select group of elite athletes.

Role Model

Be proud to represent your country, inspiring the nation and being a role model to the next generation of athletes.

Team GB Kit

Wear the Team GB kit with pride, bringing us together as One Team GB.



one | pride | unity | responsibility | respect | performance

respect

Social Media

Through the media there is the opportunity to promote yourself, your sport and Team GB on the greatest stage of all. Use social media respectfully – showing respect to yourself, your sport, your supporters and your competitors.

Accommodation

Team GB accommodation is a performance environment and so recognise your role to keep it as such. This includes respecting noise, cleanliness and other team members operating in the environment.

Time

Respect the importance of time and that your actions can have a direct impact on your performance and that of other members of the team.

The Olympic Games is not over until the last athletes have competed and so at all times treat your Team GB teammates and support staff in the way you would like to be treated if you were still competing.



one | pride | unity | responsibility | respect | performance

unity

Team

Support your sport, but also all other Team GB sports and athletes. Strength comes from being one united Team.

Support Staff

Support staff are also part of One Team GB, and are here to help achieve an athlete's very best performance too.

Nearest & Dearest

Support from nearest and dearest also drives performance. It is important to get the best out of their support but still allow you and your teammates to focus on preparation and performance.



one | pride | unity | responsibility | respect | performance

responsibility

Professional

How do you want to be remembered by your peers, family and by the nation? Be the ultimate professional throughout the Games.

Health

Be responsible for keeping in the best possible health to protect yourself and those around you. One person disregarding this has the ability to affect the entire team.

Integrity

Protect the integrity of sport and the Olympic Movement and comply with their rules at all times. Be proud to stand for clean sport and not bet on any event at the Games.



one | pride | unity | responsibility | respect | performance





The strength of the Team is the Individual
The strength of the Individual is the Team

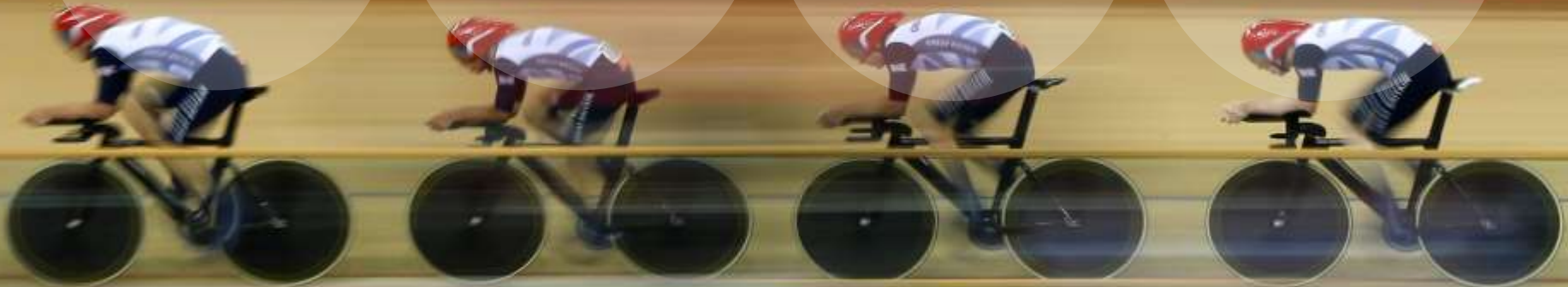
PERFORMANCE

RESPONSIBILITY

UNITY

PRIDE

RESPECT



The net result – how do you want to be remembered

Rio 2016: Australian athletes robbed during fire evacuation at athletes' village

Shared by
Runner's



Louis Smith MBE
@louissmith1989



Follow

This Olympic village is beautiful. I've been lucky enough to make 3 Olympics and this already stands out @TeamGB ❤️



05

Create a Laser-focused'
'Performance First' Environment



Our Olympic Village 'Home'



The British School



Team GB Performance Support





BOTTLE WASHING

WASH YOUR DRINKS BOTTLE DAILY



USE HALF A TABLET
OF MILTON

FILL WITH SEALED
BOTTLED WATER

LEAVE FOR AT
LEAST 15 MINUTES

WIPE THE OUTSIDE
WITH BYOTROL OR
SPRAY WITH DETTOL

PREVENT
ILLNESS
THE POWER IS
IN YOUR HAND

BELIEVE
EXTRAORDINARY



BITE PREVENTION

PROTECT YOURSELF PROTECT YOUR SPACE



APPLY SUNSCREEN
(MIN SPF 25+)

WAIT FOR 15 MINS

APPLY INSECT REPELLENT
(BOOTS REPEL ONCE)

KEEP WINDOWS
CLOSED IN THE
EVENING

USE YOUR PLUG
INSECT REPELLENT

KEEP THE AIR
CONDITIONED

BELIEVE
EXTRAORDINARY



HAND HYGIENE

PREVENT RISKS OF ILLNESS AND INFECTION



WASH YOUR HANDS
BEFORE AND AFTER
EVERY MEAL

WASH YOUR HANDS
BEFORE AND AFTER
USING THE TOILET

MAKE SURE YOU USE
HOT SOAPY WATER

USE HAND SANITISER
(BYOTROL)

PREVENT
ILLNESS
THE POWER IS
IN YOUR HANDS

BELIEVE
EXTRAORDINARY





29 X 40FT CONTAINERS

A female athlete, likely a member of the Great Britain Olympic team, is posed on a white pedestal. She is holding a large Union Jack flag that flows behind her. She is wearing a white Adidas singlet with 'GREAT BRITAIN' and the Olympic rings, black leggings with 'BRITAIN GRE' on the waistband, and red sneakers. The background is a plain, light grey studio setting.

TAKE ME CLOSER

06

The Outcome – Breakthrough Results

BELIEVE
EXTRAORDINARY



