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LEWIS SHARES HIS SUCCESS IN "ACHIEVING THE IMPOSSIBLE" WITH THE SPRINGBOK RUGBY TEAM 2011



Top international speaker, endurance swimmer and environmental campaigner Lewis Gordon Pugh gave a speech to the Springboks on the 25th of August, as they prepared to depart for the World Cup in New Zealand. On the back of losing the Tri Nations Competition, Lewis was asked to address them on their mindset and on the teamwork necessary to retain the World Cup trophy.

Lewis spoke to them for an hour and then gave each one of them a signed copy of his best-selling book "Achieving the Impossible".

An extract from Lewis' speech:

"The challenge is now to achieve that which is "impossible" because it has never been done before – to win successive World Cups. To achieve this, you will likely meet the All Blacks at Eden Park in the semi-final. I am aware that the All Blacks have not been beaten there since 1996.

In statistical terms this only means that the probability the All Blacks will lose there becomes increasingly more likely with each successive game. Clearly it is impossible that the All Blacks will never ever lose another game at Eden Park. So the only reality is that the probability that they will lose their next game at Eden Park increases with each new game.

To beat the All Blacks requires that as a team, you must take the collective decision that it is your destiny to be the next team to beat the All Blacks at Eden Park.

The team who best understands the true reason "why" they are playing in the 2011 Rugby World Cup, will win it. The great German philosopher Friedrich Nietzsche put it perfectly:

"He who knows the why in his life can bear almost any how."

The "hows" of rugby are the tactics, the skills and the fitness; the "why" is what gets you out of bed in the morning ready to face another arduous day of training and competition. The greater the importance of the team's collective "why", the better that team will perform. We spend so much time focusing on the "hows" in sport that we sometimes neglect the "why". But the "why" is what will ultimately determine the outcome."

For more information on securing Lewis Gordon Pugh for your next conference or special event, call us today!

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