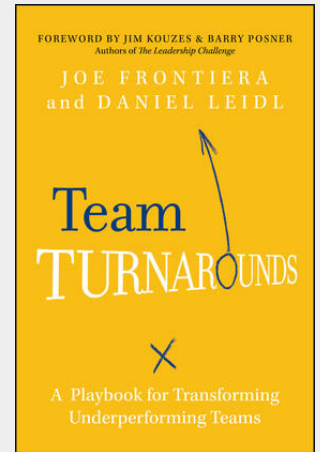


Team Turnarounds

How any manager can turn a struggling team into business champs In today's uncertain economic environment, teams are asked to do more with less. With resources stretched thin, turning around a struggling team has never been harder, and managers must work to identify and maximize whatever potential strengths a team already has. As sports fans already know, behind every great underdog story is a leader who roots out the competitive advantage that will propel the team to victory. In *Team Turnarounds*, Joe Frontiera and Dan Leidl share how this fine art of the turnaround really works, from how to inspire the team to the actual tools for change. Through interviews with team managers and turnaround masters in the NFL, MLB, and the NCAA, as well as managers at top global firms who have successfully reversed their fortunes, they show the six steps every team takes to make a 180 in their performance. * Presents a six-step model for turnarounds in any organization, based on the authors' extensive research with owners and general managers of sport franchises in the MLB, NFL, and NBA * Features first-hand accounts of sport turnarounds, from the legendary worst-to-first story of Bill Polian and the Indianapolis Colts to Jeffrey Lurie's efforts to transform the Philadelphia Eagles * Offers behind-the-scenes accounts of effective turnarounds at major organizations like Dominos Pizza, Juniper Networks, iContact, and the Broadway play, *Spider-Man: Turn Off the Dark* No matter how bad the circumstances, how awful the performance, or how far shares have plummeted, *Team Turnarounds* shows how any organization can make the climb back up to the top.

Team Turnarounds "Pick up a copy of *Team Turnarounds* to discover the six stages that almost all underperforming teams go through. From state governments to sports teams to corporations, all teams have experienced defeat or, at the very least, lackluster performance. In *Team Turnarounds*, Frontiera and Leidl detail memorable transformation stories and give readers a personal guide for revamping their own teams." -Marshall Goldsmith, author, *New York Times* bestsellers *MOJO* and *What Got You Here Won't Get You There* "As a member of the New England Patriots and an alumnus of Tufts University's lacrosse program, I've been in the trenches with organizations fighting to get ahead and striving for the winner's circle. *Team Turnarounds* advances a developmental process that not only captures how to be a winner, but also uses everyday stories to guide people with big goals forward and motivate any leader to strive to be greater." -Dan Kraft, New England Patriots "Team Turnarounds provides a compelling look at how great teams stick together and persevere through the toughest times and emerge victorious, whether it's in sports or the competitive world of business." -Dave Brandon, director of athletics, The University of Michigan; chairman of the board, Domino's Pizza, Inc. "Team Turnarounds is a great tool for all managers who find themselves faced with intractable problems. The advice and insight provided in the book is tremendously helpful and inspiring for executives with underperforming components. Read it and win!" -Oliver Luck, athletic director, West Virginia University; former president and CEO, NFL Europe "Recovering quickly from adversity is what separates the best from everyone else. *Team Turnarounds* has the formula and the tools to execute a team's recovery. Read this book, and then do the outstanding worksheets at the back, to own your own team's turnaround." -Molly Fletcher, sports agent and author, *The Business of Being the Best*



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