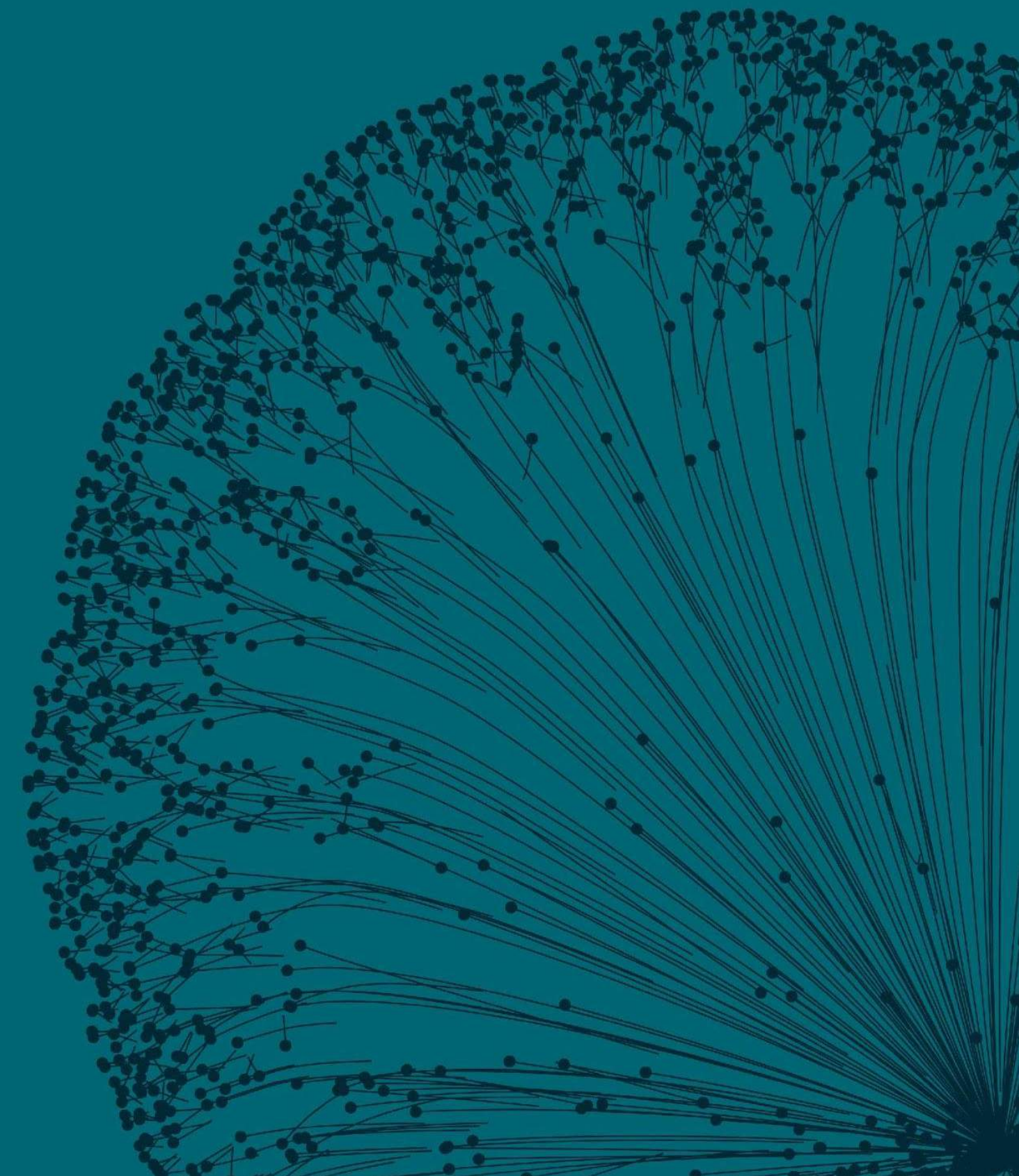


From sports to
the cutting
edge of team
performance



Ricardo Andorinho

- Father of 3 children, $\frac{2}{3}$ sportsmen
- Sport as a school of merit and competence
- International Handball player
- Currently playing Padel, Running, Surfing, Cycling and Enduro (Motorbikes)
- Cheese, red wine, tomato soup and gastronomy from Alentejo
- Educated in Business Management and Finance and Information Management
- Team Manager as primary role in MBU, working for MBU full-time
- Collaborator @ FAP, COP, APDSI
- Launched Sportrack with 2 other companies for Crediting Sports Careers



The **Sports** environment
gave me more than
university

The **corporate**
environment gave the
opportunity of adding a
competitive and
transparent **Team**
mindset

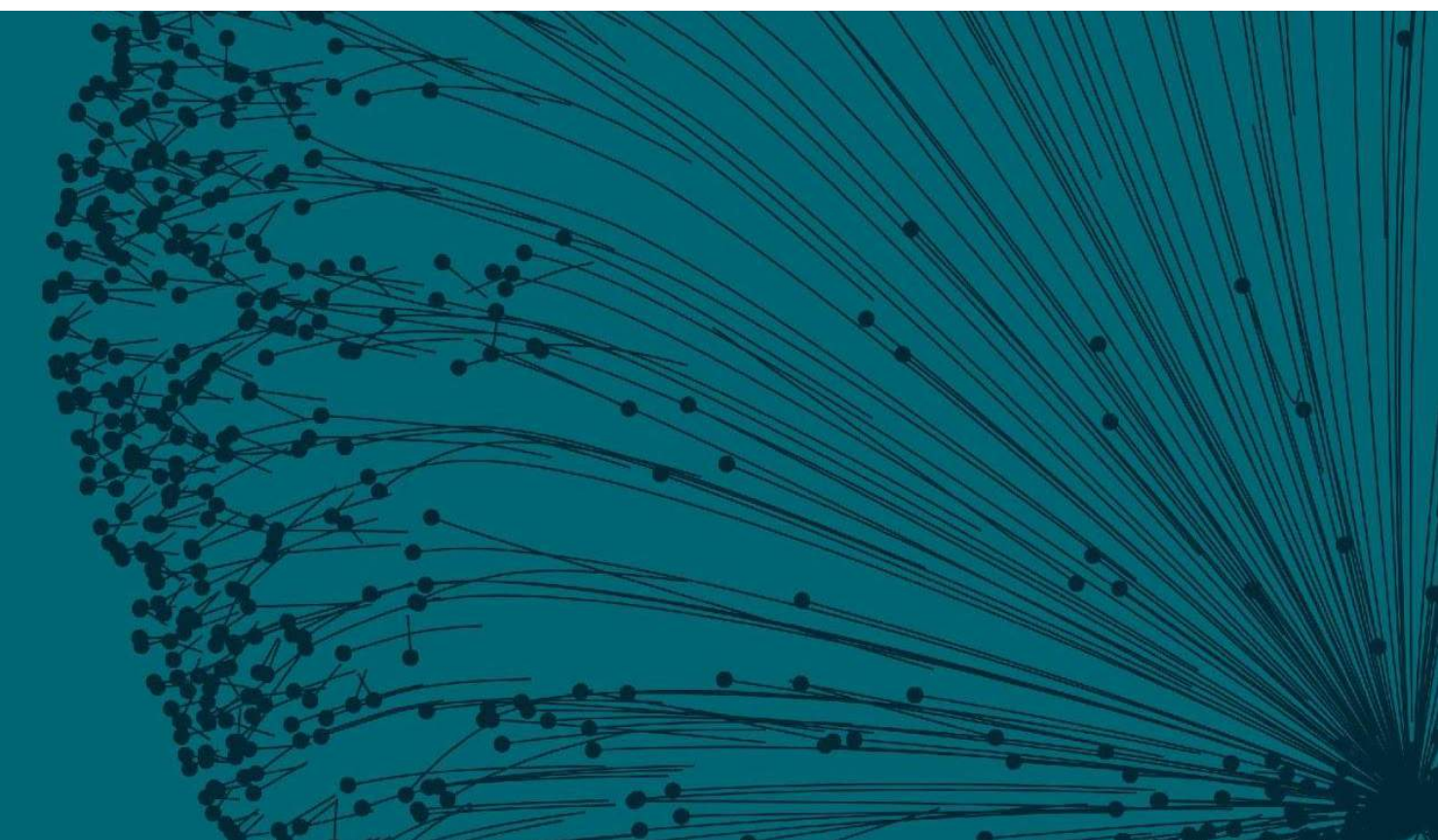
Written for **Social Now** – From Sports
to the cutting edge of human
performance

The Sports environment

The corporate environment



Written for **Social Now** – From Sports to the cutting edge of human performance



Context in Brazil – One country

In 2020, in Brazil, 23,000 companies were closed

In 2021, 27,000 companies were closed

Today, Brazil alone has 13 million unemployed people.

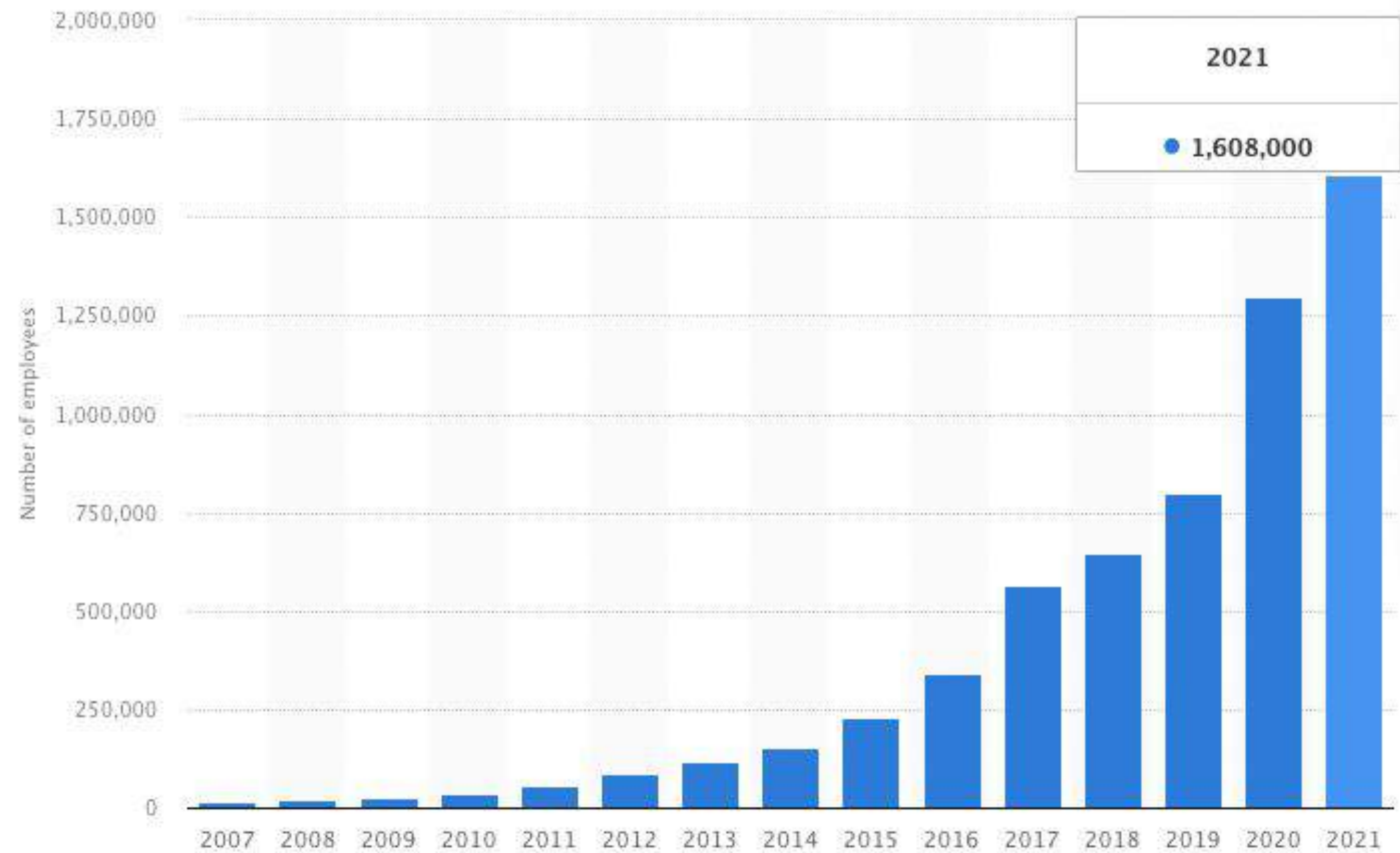
Written for **Social Now** – From Sports to the cutting edge of human performance

Amazon Context – One company

Written for **Social Now** – From Sports to the cutting edge of human performance

E-Commerce > B2C E-Commerce

Number of Amazon.com employees from 2007 to 2021

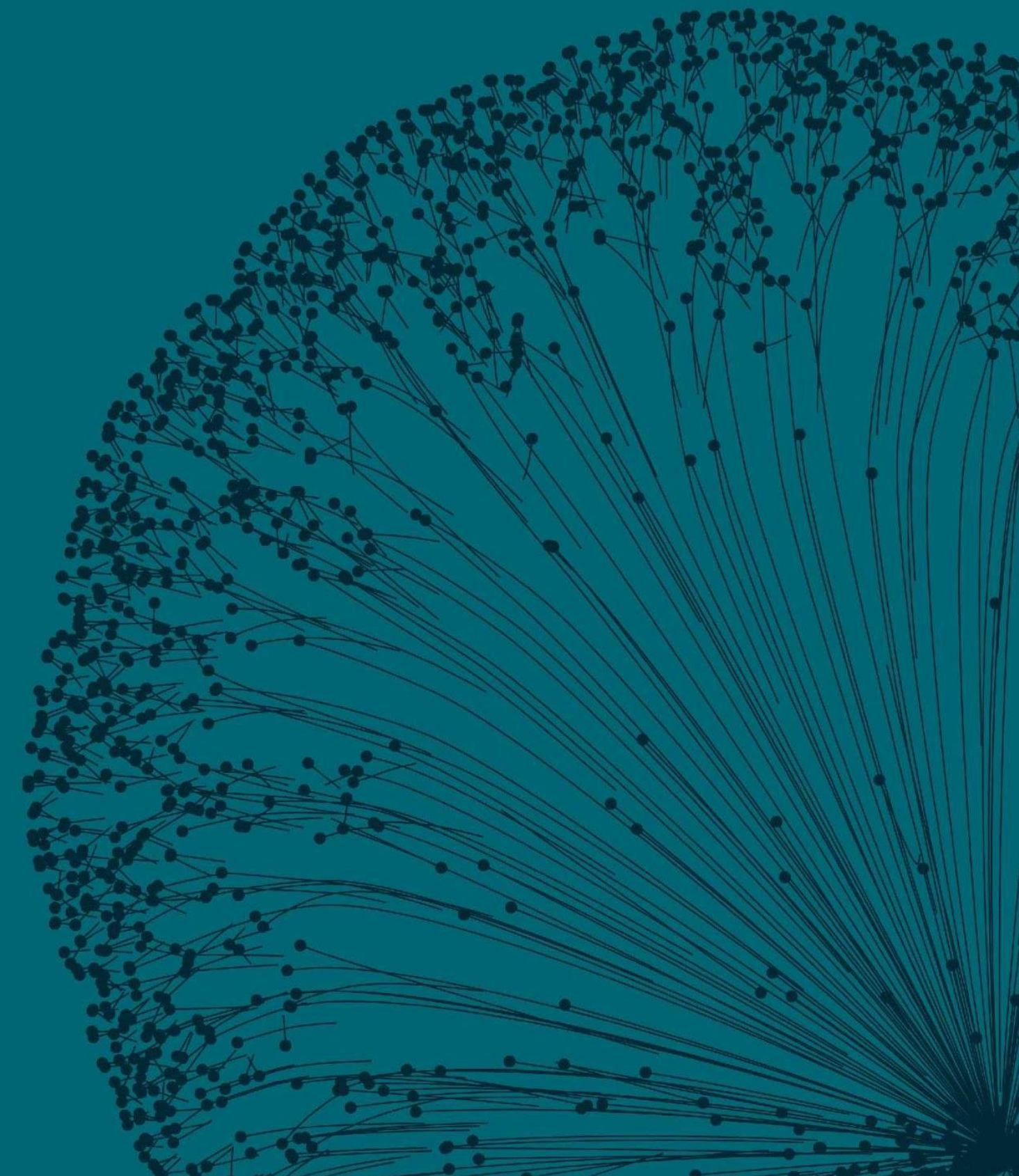


[Additional Information](#)

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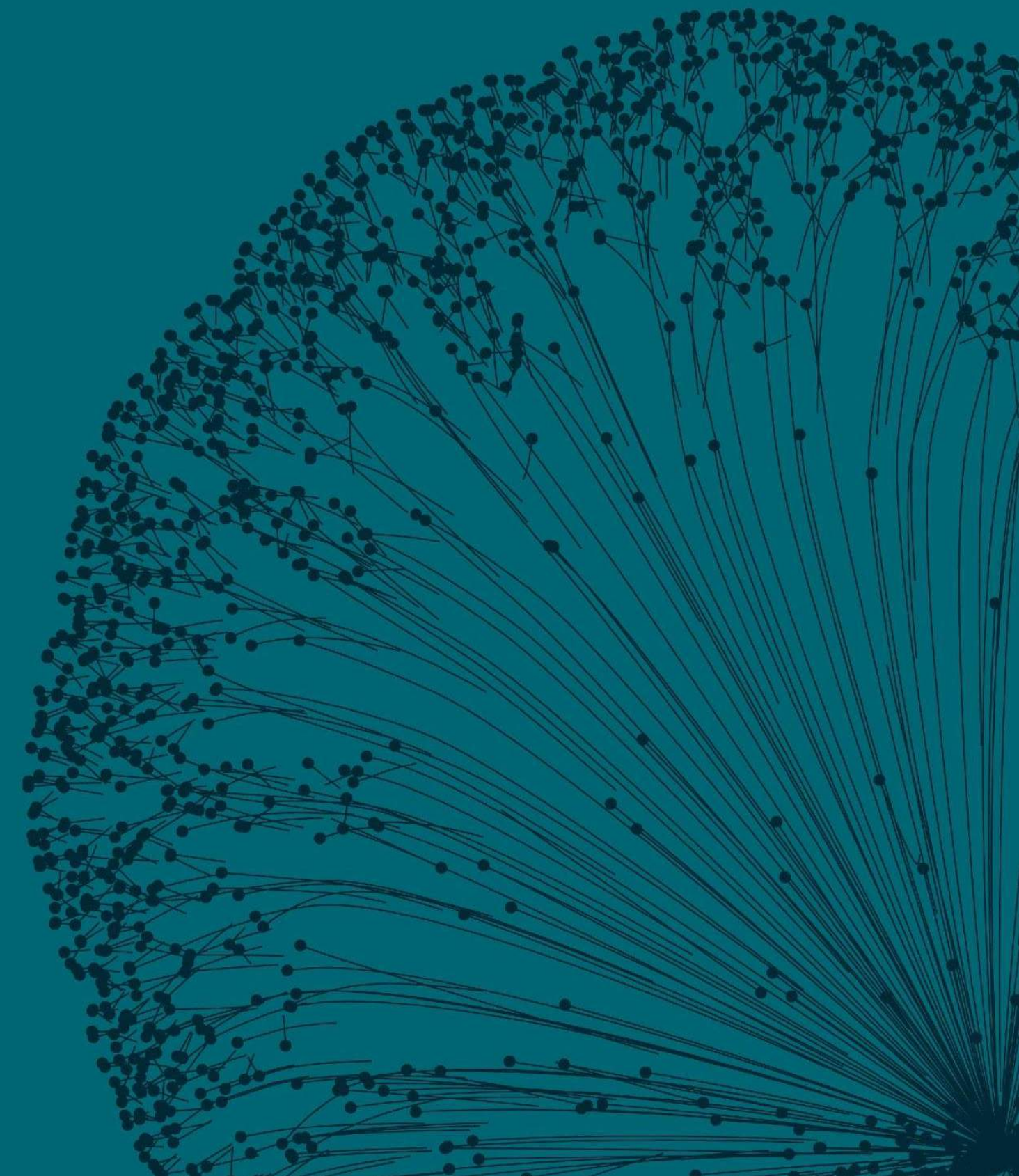
Understanding
People Skills
and Teams
before starting
a run or a
business, is *key*



1,532,745 Euros

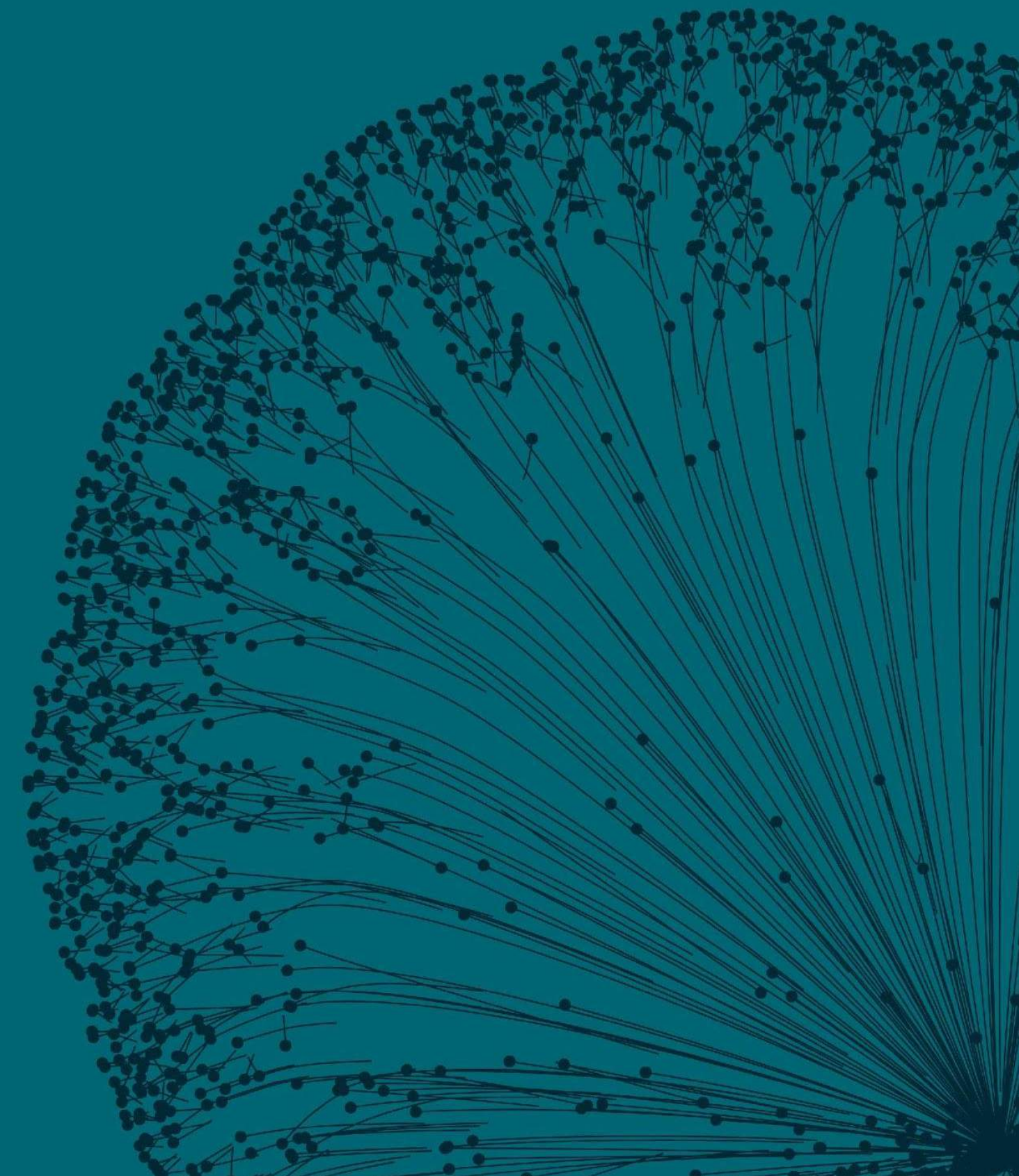
A **Live** Story about Business Results

(in the team)



1,532,745 Euros

1 Commitment
to work?
(in the team)



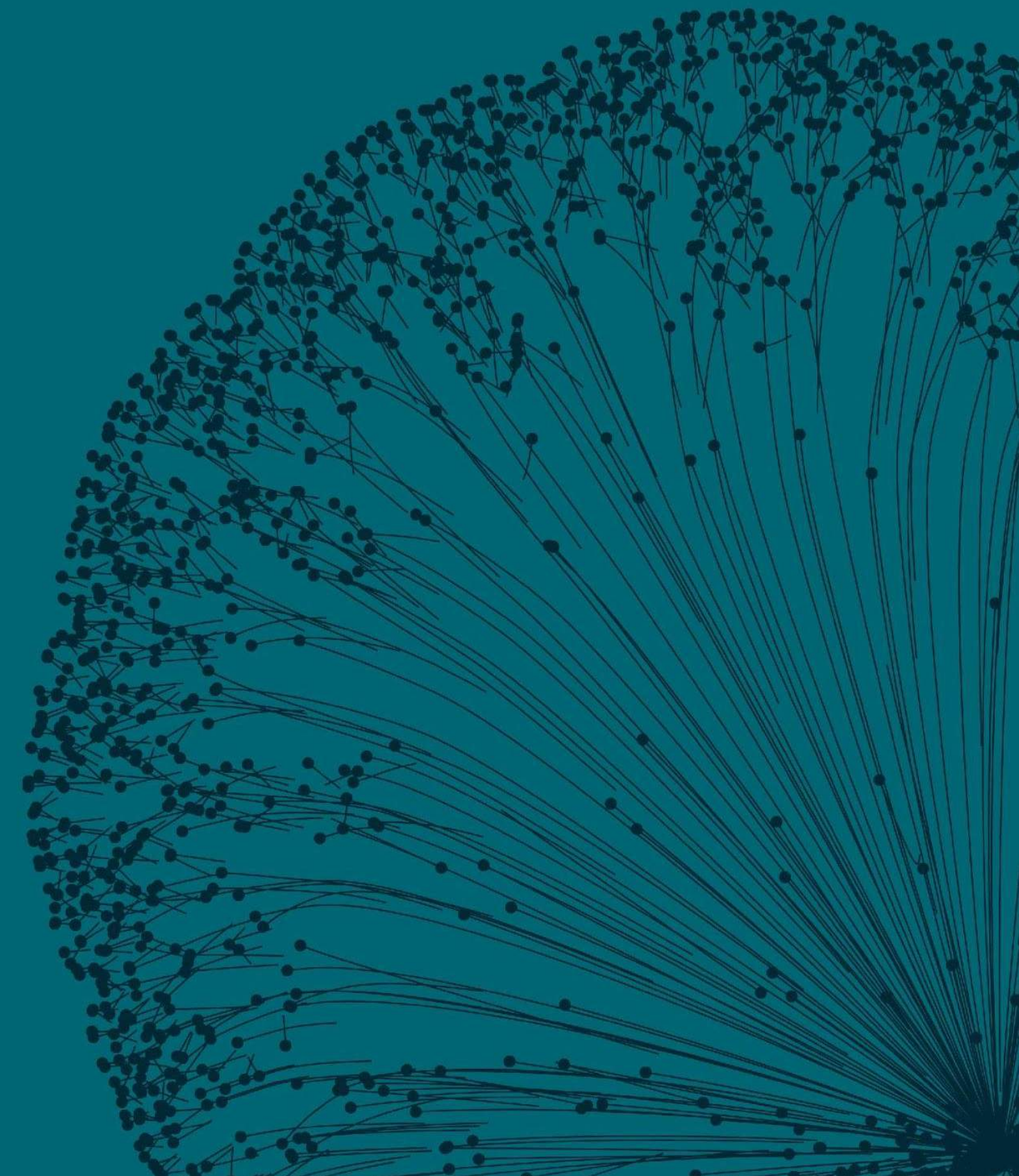
1,532,745 Euros

2 Missing team
Skills and/or
autonomy?
(in the team)



1,532,745 Euros

3 No One could
connect results
to it's drivers?
(in the team)



Reports and Results

MBU uses a **predictive framework** that provides insights into diversity, group dynamics and performance, helping executives make better decisions and transforming their approach to people management

Properties

- **16 Social Profiles** – Descriptions of individual behavior
- **14 Social Relationships** – Descriptions of relationships between two people
- **128 Combinations** of Social Relationships
- **4 Social Groups** – Collective group values and shared perspectives

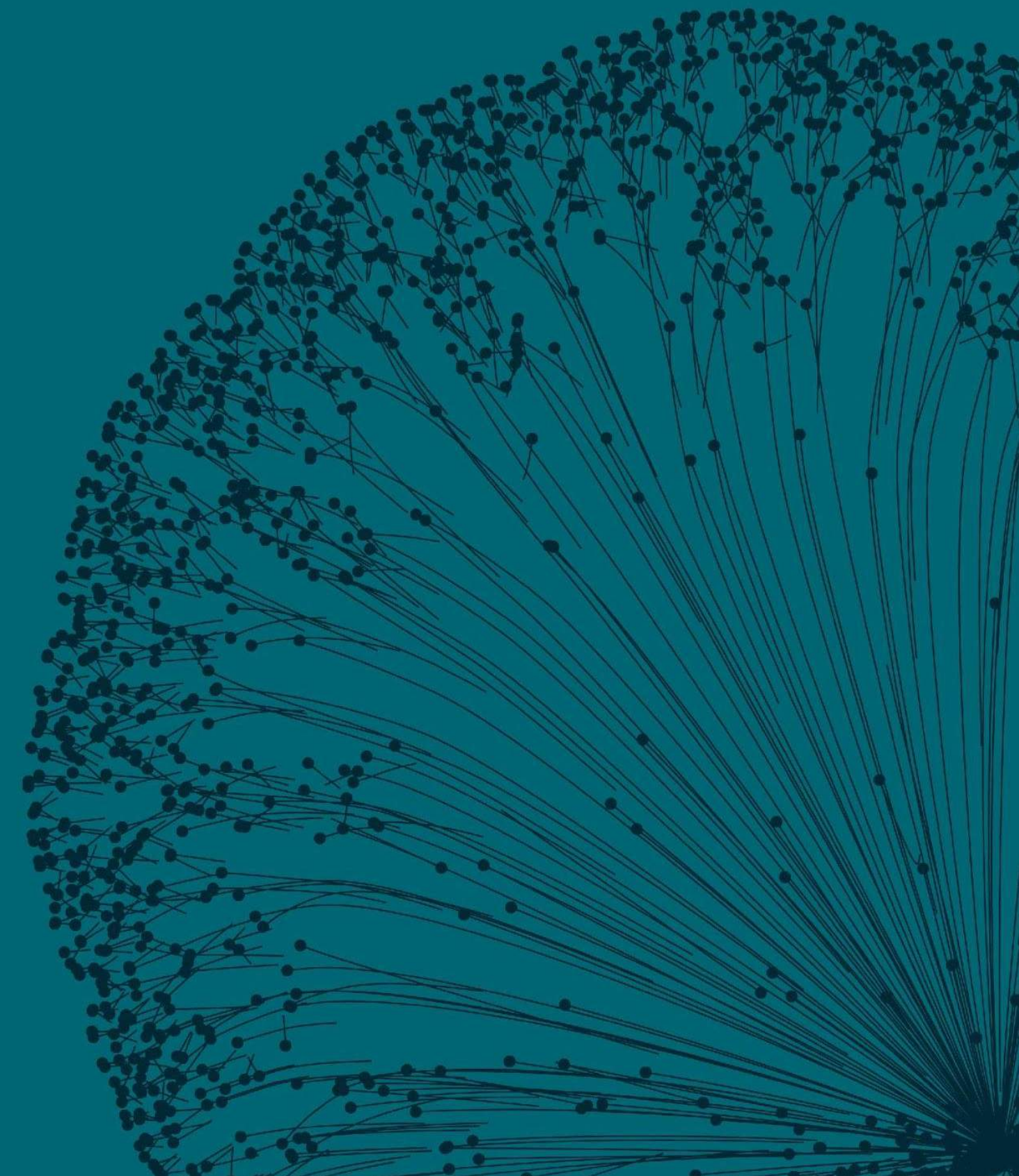
The Framework

A personal, relationship and team assessment tool
 A suite of developmental materials A software tool
 A series of business processes

@Cablinc we
 highlighted the **Team relationships** after
 understanding
 individuals in a neutral
 environment

Cablinc

24 people that
we met with no
sub group
limitations or
requirements



At Cablinc **we** **found** informal hierarchies of **business** relationships

Cablinc

- This view is possible with 90 min*24 people;
- Salary is the total gross salary of the 24 people;
- Relationship Friction - Total financial cost of all the relationships being analysed;
- The higher the cost, the more time and effort is required to work productively together;
- Relationship Friction % - Shows Relationship Friction as a % of Total Salaries;
- It allows for easy comparisons, but it is best to compare teams with the same number of people;
- Relationship Friction Index - Shows Relationship Friction as an index;
- This also enables index based comparisons but it also hides people's salaries.

Cablinc

We invited **the team** to run the best of the API...



Cablinc

We could turn
the business
model into a
Sport...



How we do it?

We listen, we measure. Then, we **share insights**, building an intelligent agent.

Savings are calculated from Client data

> 15% savings/year

Identify Key Players

Assess a new candidate or understand an actual team.
Your reporting will be prepared soon.

Team setup



1

Understand Potential

By using data and a visual Team builder it is possible to observe and **measure potential**

Team dynamics



2

Business Impact

Use MBU framework and experience to leverage your team growth.
Talent potential is visualized



Team Lifecycle

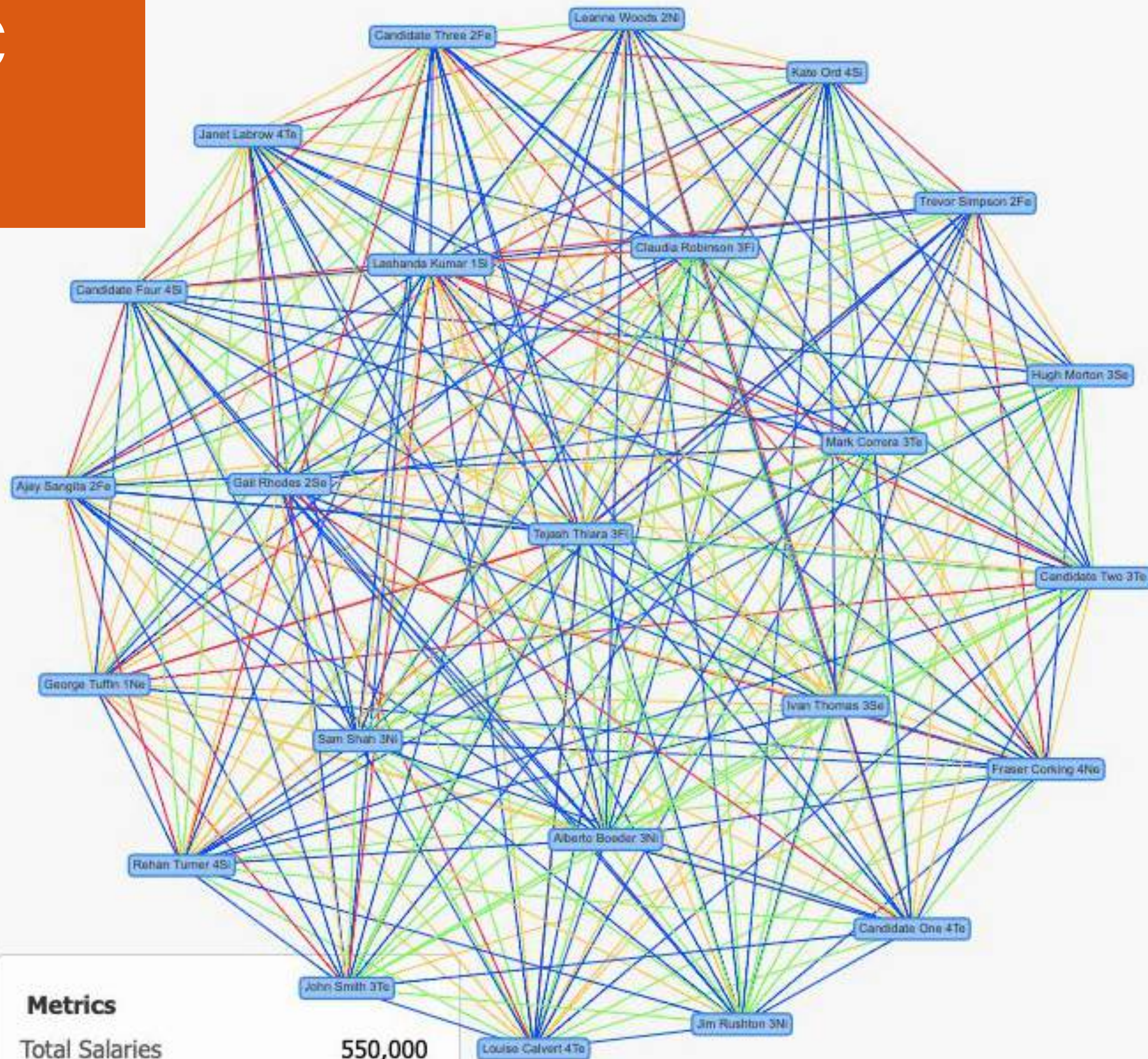
3

Understanding Teams

Onboarding people faster

Reduce Staff Turnover

Cablinc team

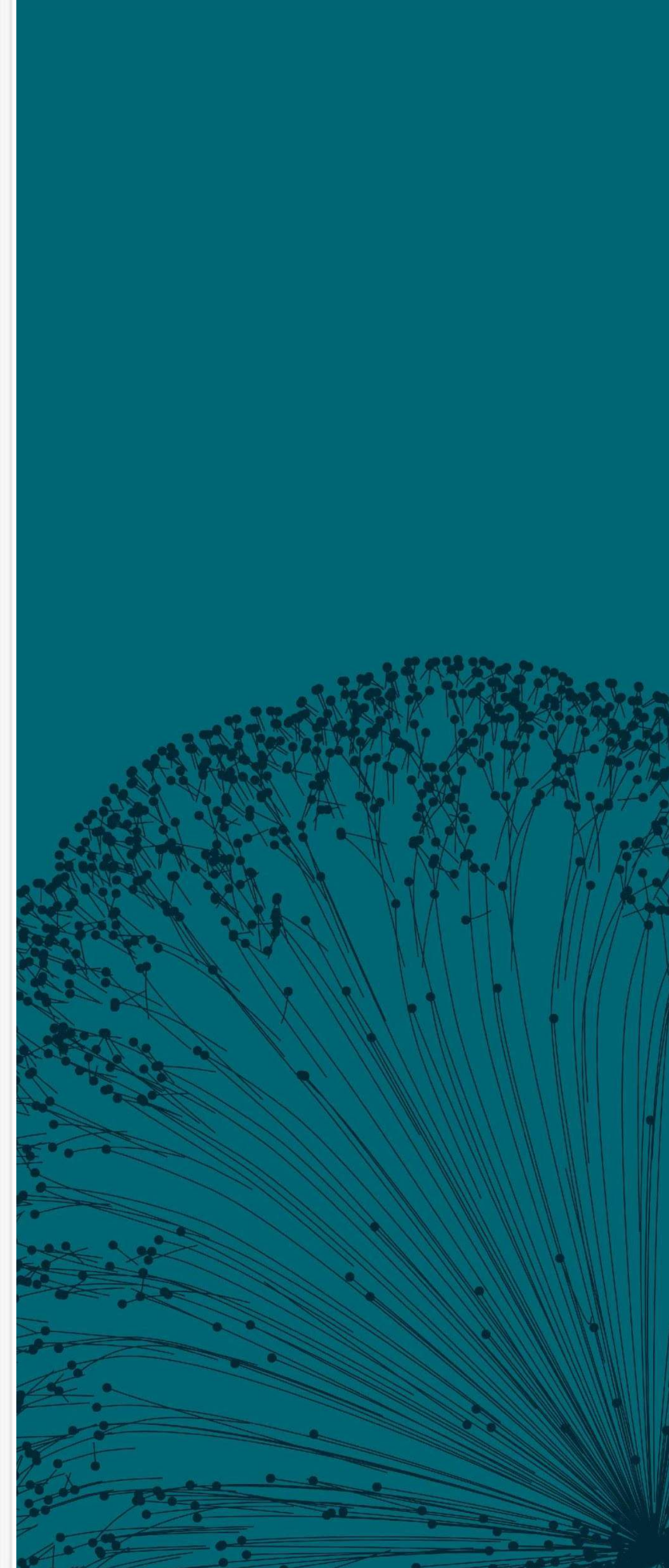


Degree of psychological comfort



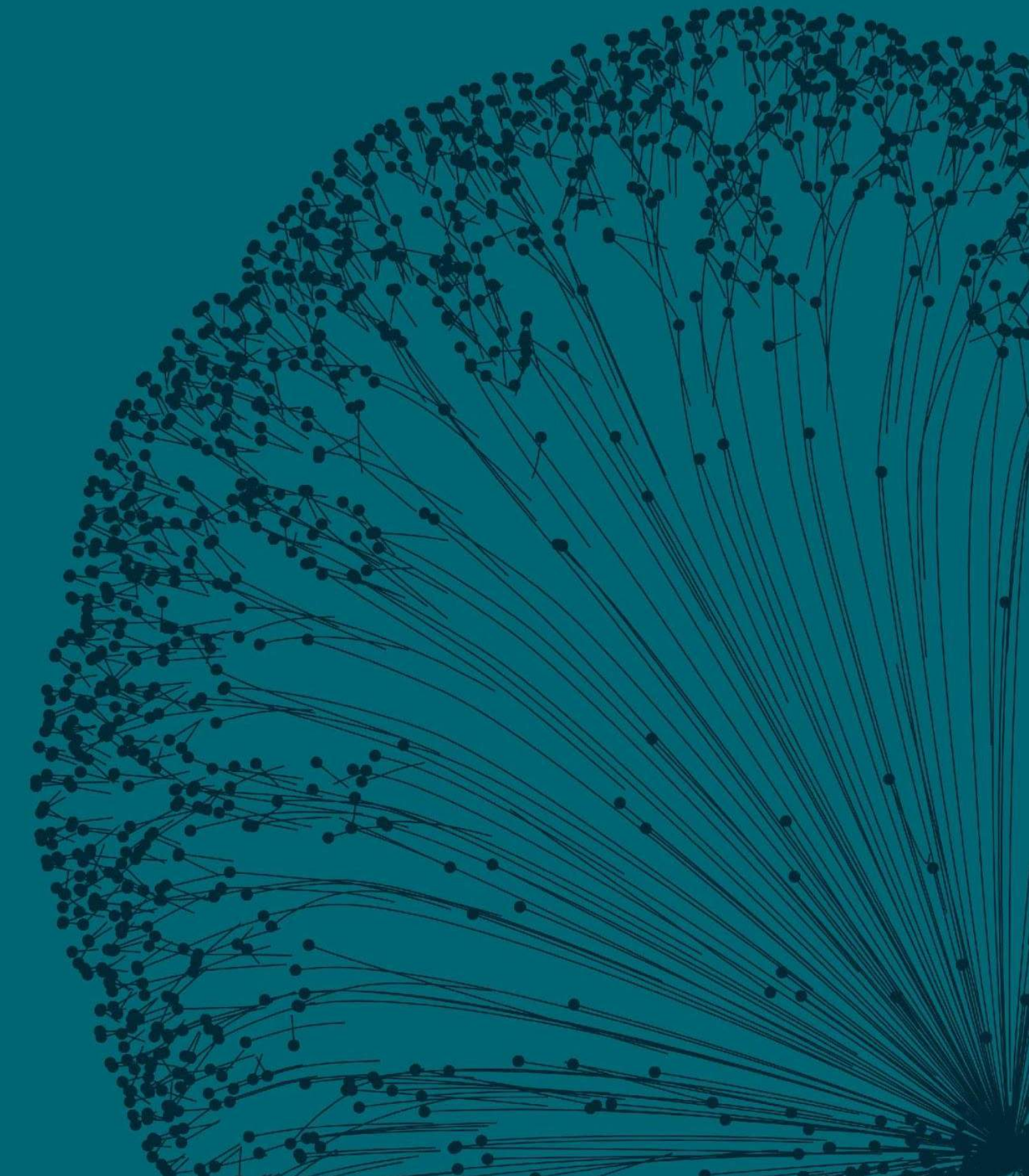
Metrics

Total Salaries	550,000
Total Relationship Friction	25,712
Relationship Friction %	4.67 %
Relationship Friction Index	369.22



Setup and Recommendations at Cablinc

1. Align people's contributions to the business model KPIs at an individual level;
2. Build an individual scoring system
3. Let people choose their **3 element Team**;
4. C-level and strategic roles need to change team every 3 months;
5. Build a Real-Time **Team dashboard**, Ranking teams and productive Team environments;
6. **Involve everyone from the beginning**



Reporting Internal Results at Cablinc

Team setup



Team dynamics



Team Lifecycle

Team Ranking

Team	Points	Benefits
1 place	24,500	100%
2 place	23,200	80%
3 place	21,000	75%
4 place	18,000	70%
5 place	13,000	65%
6 place	9,500	60%
7 place	8,200	40%
8 place	6,600	20%

MBU

PERFORMANCE . COLLABORATION . IMPACT

Thank you

How to keep in
touch?

ra@sportrack.io