From sports to the cutting edge of team performance
Ricardo Andorinho

- Father of 3 children, ⅔ 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
Understanding People Skills and Teams before starting a run or a business, is key.
A Live Story about Business Results

(in the team)
1 Commitment to work? (in the team)
2 Missing team skills and/or autonomy? (in the team)
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.
24 people that we met with no sub group limitations or requirements
At Cablinc we found informal hierarchies of business relationships

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

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

2. Understand Potential
   By using data and a visual Team builder it is possible to observe and measure potential.

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

Savings are calculated from Client data
> 15% savings/year

Understanding Teams | Onboarding people faster | Reduce Staff Turnover
Cablinc

team

<table>
<thead>
<tr>
<th>Degree of psychological comfort</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>No effort</td>
<td>Total Salaries: 550,000</td>
</tr>
<tr>
<td>Minimal effort</td>
<td>Total Relationship Friction: 25,712</td>
</tr>
<tr>
<td>Some effort</td>
<td>Relationship Friction %: 4.67%</td>
</tr>
<tr>
<td>Significant effort</td>
<td>Relationship Friction Index: 369.22</td>
</tr>
</tbody>
</table>
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 Ranking

<table>
<thead>
<tr>
<th>Team</th>
<th>Points</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 place</td>
<td>24,500</td>
<td>100%</td>
</tr>
<tr>
<td>2 place</td>
<td>23,200</td>
<td>80%</td>
</tr>
<tr>
<td>3 place</td>
<td>21,000</td>
<td>75%</td>
</tr>
<tr>
<td>4 place</td>
<td>18,000</td>
<td>70%</td>
</tr>
<tr>
<td>5 place</td>
<td>13,000</td>
<td>65%</td>
</tr>
<tr>
<td>6 place</td>
<td>9,500</td>
<td>60%</td>
</tr>
<tr>
<td>7 place</td>
<td>8,200</td>
<td>40%</td>
</tr>
<tr>
<td>8 place</td>
<td>6,600</td>
<td>20%</td>
</tr>
</tbody>
</table>
Thank you

How to keep in touch?

ra@sporttrack.io