

Peak Performance

“Peak performance is indeed the challenge.”

Players come and go but the teams maintain a consistently high success rate – how? The simple answer is that each of these organizations has their own special magic developed to give them that killer edge – a strategy that has been kept locked away in the boardrooms, locker rooms and pit garages of these incredible sports teams. Until now. With access to such sporting legends as Michael Jordan, Franz Beckenbauer, and Jonah Lomu and in-depth analysis with the owners and managers, the authors of Peak Performance have been able to unearth the secret organisational and institutional ingredients that take these teams on to a higher level of achievement, and in so doing have created the blueprint for creating a peak performing organisation.

Man of the Match

We’re pushing the boat out. Kevin Roberts is our first living eMale Man of the Match.

He ends every speech with the Maori expression *Kia Kaha* – Stay Strong. Roberts is a passionate man. He may not create the concepts that the ad agency he controls aspires to, but he is an outspoken advocate of Big Ideas. Like all outspoken innovators he risks criticism and has his detractors, whom he dismisses as jealous rivals.

Love him or hate him Roberts embodies the idea of Brand You.

He has made the leap from being a lad of the North of England to being a kiwi. In fact, publicly, he’s more of a kiwi than many Aotearoans. That’s no easy task when you’re the head of a global advertising network and spend most of your time in the commercial centres of the world.

He has reinvented himself. More than once. He has guts, is passionately outspoken and has adapted brilliantly to new situations.

Roberts has a reputation for shaking the cage in the organisations he has worked in. While at Pepsi in Canada he famously shot the rival Coca Cola brand’s vending machine on stage at a sales conference. With a machine gun. He’s as showman. The world needs showmen.

In spite of the fact that he runs one of the world's leading advertising agencies Roberts is an outsider. Most advertising gurus have spent their entire working lives in the craft. Roberts fills the shoes once occupied by the legendary Charles and Maurice Saatchi, 'the brothers', after whom the agency is still named, but claimed to know nothing about creating advertising when he took on the job.

He was at the centre of the storm over Jenny Shipley's government plans for tourism New Zealand. Many in the New Zealand ad community scoffed at the Saatchi plans for giant Real-Time billboards in key locations around the world. Roberts stood by his colleagues' ideas even as his client abandoned ship. Rather than turning his back on his adopted country, as many would, he co-founded The NZEdge a web site that celebrates New Zealand, New Zealandness and its people's successes. He keeps an office here on 'the edge' and he teaches MBA students at Waikato University.

He brings a little P.T Barnum showmanship to the advertising industry while the 'suits' in the business get duller than their clients.

Good on him.