

## Business- and sports leaders will join Ramón Calderón former President of Real Madrid in a Business and Football conference he's hosting in Iceland on May 11th in Harpa conference and concert hall

**This highly informative conference draws on lessons from sports experiences to help business professionals develop winning leadership skills**

Iceland is well known for the raw beauty of its nature, but now this small nation has captured the world's attention through its recent achievements in team sports. This trend of performing far beyond the demographic level typical of a nation of this size has in recent years propelled Iceland's national sports teams to the point of qualifying for several major tournament.

Iceland is a country of 325.000 people. For comparison, England has a population of over 53 million, Spain around 47 million and Germany more than 80 million. Iceland's population, and pool of potential footballers, is closer to nations like Belize and the Maldives, or the city of Tarragona in Spain.

### What can the business industry learn from football and sports management?

Sports serve as one of the most effective learning laboratories for training in leadership, strategy, teamwork and collaboration. Focusing on leadership lessons derived from sports experiences, you will explore:

- How the greatest sports managers and leaders develop talent and motivate their teams;
- How characteristics of successful sports teams can be applied to work teams;
- What strategies iconic sports managers and leaders have used to adjust to increased levels of competition and you can apply these tactics to your workplace;
- Learn the process of building unique and strong teams;
- How great managers prepare their teams before battles against bigger, stronger and more talented teams;
- How to manage, and how not to manage professionals with too much ego and self-interest.

### Iceland has done amazing in creating unique sports teams

How does Iceland manage to create unique and cohesive teams in sports when the country has much fewer players to choose from compared to other countries? And, what can companies learn from this to implement better team spirit and cooperation between their employees?

The key topics used to answer these questions are:

1. Team work, how to build unique teams
2. What has changed in Icelandic business and sports that has led to this success
3. How to use sports management to unlock peoples' potential and achieve high performance in the workplace
4. The leader, what is the difference in managing small vs. big teams and what can they learn from each other
5. View from the outside on Iceland's' success in sports and business

### Famous sport leaders and managers will come to Iceland to join this conference

The conference will be joined by former coaches, players and leaders from sports that want to come to Iceland to share their experience, to learn from the locals and to help sharing the message about the Icelandic miracle to other countries. Those speakers that will join Ramón Calderón are e.g. Fabio Cannavaro Ballon d'Or winner and captain of the Italian squad, Kevin Keegan former national coach of England, David Moyes former coach of Manchester United, John Carlin writer about sports, economics and politics for Financial Times and El Pais.

### Icelandic business and sports leaders

To create different angles and perspectives Business and Football has gathered leaders from the Icelandic business and sports industry, e.g. Andri Thor Gudmundsson CEO Ölgerdin, Jón Rúnar Halldórsson Chairman of FH football club, Ari Kristinn president of Reykjavik University, Grímur Sæmundsson CEO of the Blue Lagoon, Halla Tómasdóttir Presidential candidate, investor and CEO, Þórdís Lóa Chairman of the FKA, Þorgerður Katrín Director for Education and Innovation, at Business Iceland and former Minister of Sports and Culture. Hafrún Kristjánsdóttir Psychologist & Head Sport Science at Reykjavik University.

### Three years ago Iceland was in a bad financial situation

Only three years ago Iceland was economically in a tough situation but the country is now on the rise. Iceland has not seen this stability in economics for many years and the standard of living is steadily increasing. Unemployment rate is going down. In many cases Iceland does not recognize their own success. People of Iceland are hardworking, determined and efficient and their work ethics have given the country a lot of attention and publicity abroad, especially when we look into sports and business.

At the same time the Icelandic national teams are blossoming. The country has had a great success in team sports, both for men and women in football, basketball and handball. All of these teams are competing among the best in Europe.

### Who should attend

The conference is designed for business managers, business owners, and other business professionals who want to strengthen their skills in leadership, coaching, team building, leading a business, and leading in difficult situations, or who find sports a compelling source for leadership lessons.

***The world of business has much to learn from the world of sport when it comes to unlocking our people potential and achieving high performance in the workplace.***

Ticket sales is on <http://www.businessandfootball.com/> -

The Icelandic host is Arnar F. Reynisson and he will answer all other inquiries and media request to get in contact with speakers who are attending the conference [Arnar.reynisson@gmail.com](mailto:Arnar.reynisson@gmail.com) - +354 861 5453