

BUSINESS EYE

How to be the best

WRITTEN BY

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This week's utter drivell dressed up as the wisdom of Solomon's personal coach (the words of our columnist) starts coming to you from the tarmac at Dublin airport aboard Ryanair FR288 bound for Stansted.

We managed to follow the result of the Wimbledon men's final before take-off, but as we went out of signal the cricket final was in extra time. It was all nail-biting stuff and added to a summer of

sport, including today's win at the British Grand Prix by Mr Hamilton and the women's football world cup and netball world cup.

As you watched the tennis, just like the day before in the women's final, you surely couldn't help but notice the elements that go to create a modern-day gladiator. In the colossal battle between Djokovic and Federer we watched two athletes displaying everything it takes to be great.

To start with you need the vision to be prepared to believe that you are good enough to be and beat the best. Nobody becomes a world champion by mistake. They dare to believe in themselves.

This rules most people out straight away because we are taught not to brag, boast or be too openly ambitious.

The second key element needed is a superior attitude. It's all very well believing you are God's gift to Wilson rack-

ets, but a whole different ball game being brave enough to keep going when all the setbacks step into your path.

Have you got the passion, drive, commitment, focus, determination and integrity to keep on believing when the world rains on your parade? Do you have it in you to practice and develop the muscle memory that will give you the edge in the split second between victory and regret? Are you the sort of person who will take a crushing defeat in their stride and double up on the learning from what happened, or will you go and feel sorry for yourself down the pub?

The third component is the support, backing, love and belief of a few people who will not take the easy route of pacifying you and trying to make you feel better, but will believe in you as much as you do, no matter what happens. Nobody takes on the world without fabulous support and a relentless indus-



England's captain Eoin Morgan lifts the World Cup trophy as England's players celebrate their win after the 2019 Cricket World Cup final. (GLYN KIRK/AFP/Getty Images)

trial rigour behind the camera.

Of course, you also need the talent to develop the skills that will cut you that edge in the moment.

The difference between the immortality of Usain Bolt winning the Olympic gold and the eight fastest men in the world

that year who you've never heard of, was less than a quarter of a second. The rewards to being outstanding are immense for the tiniest gains on your competitors.

Of all of these components of greatness, the magic ingredient is self-belief. In my exper-

ience we mostly live with the fear of being unmasked for the frauds that we all feel we are. Very few of us truly believe we can be great, something that is especially true of those who profess that they are great, with the exception of Mohammed Ali.