

GB Marketing Enterprise Review the Lessons Learnt from the 2016 EUROS

Monday 25 July, 2016

After a fantastic tournament full of drama, suspense and shocks [GB Marketing Enterprise](#) have looked at the lessons business professionals have taken away from one of the most exciting football tournaments of all time.

2016's EUROS had some major moments in one of the tournament's most event-filled and unexpected years ever. With Wales making history getting further than they ever have done before, underdogs Iceland knocking England out of the competition and Portugal's Ronaldo getting injured in the first half of the final, there were some major triumphs and some major upsets along the way.

About GB Marketing Enterprise: <http://www.gbmarketingenterprise.com/about-us/>

GB Marketing Enterprise believes that business professionals can learn a lot from this wild tournament about reaching success. The firm often states how sports men and women share the same attributes as successful business professionals and actively look for sports-minded individuals to become a part of their firm. GB Marketing Enterprise has revealed the top lessons that they say business professionals can learn from this year's EUROS competition.

The team comes first

GB Marketing Enterprise states how it is important to always remind the team of the bigger picture and says how one lesson to be learned from the EUROS is developing a strong team culture. Iceland's coaches all have second jobs and their country does not even have a professional league, however they performed astonishingly well in the tournament because everybody put the team first.

Nobody is bigger than the club

Demonstrated in the EUROS final when Ronaldo had to leave the field injured, he stayed on the sidelines and demonstrated his passion and support for the team, coaching them from off the pitch. Although Ronaldo is one of the biggest stars in football, he proved that he isn't bigger than the club by offering his support and Portugal went on to win the tournament. GB Marketing Enterprise states how business professionals should take this lesson on board and offer their support when necessary. "No one is too important to help others," states the firm.

The siege mentality

When developing a positive team environment, football players, as with members of any team, respond best to a manager who engages with them on a personal level. Wales' Manager Chris Coleman connected with his team and encouraged a strong team attitude helping them to do so well in the tournament. The best managers take time to foster relationships with their team on an individual level, reveals GB Marketing Enterprise. A manager should address the team with the pronoun 'we' implying that they share a common goal – creating a 'siege mentality', making the team feel as if it were them against the world.

Developing potential

GB Marketing Enterprise takes this extremely seriously and works hard to improve the engagement of their team and focus on development. The firm says that it is important to spend time understanding what each member of the team wants to achieve. GB Marketing Enterprise believes that everyone at the EUROS was there to win but also to further their own careers and develop their own skills. "It's okay to have your own goals as well as team goals," reveals GB Marketing Enterprise.

GB Marketing Enterprise is an outsourced [sales and event marketing firm](#) based in Cardiff. The firm specialise in personalised marketing acquisitions that allows them to connect with consumers on behalf of their clients' brands. GB Marketing Enterprise use face-to-face marketing methods at events in order to encourage long-lasting and personal relationships between brand and consumer. This often leads to increased customer acquisition, brand awareness and brand loyalty for their clients.

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