

ALWAYS  KEEP CHALLENGING



# THE BIKE IN THE WORLD



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## 01. Video Ride, Unite & Celebrate



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# THE TEAM

## ONE TEAM, THREE PROGRAMS

WorldTour men, Worldtour women, and state-of-the-art Development program.

## RIDERS & RACES

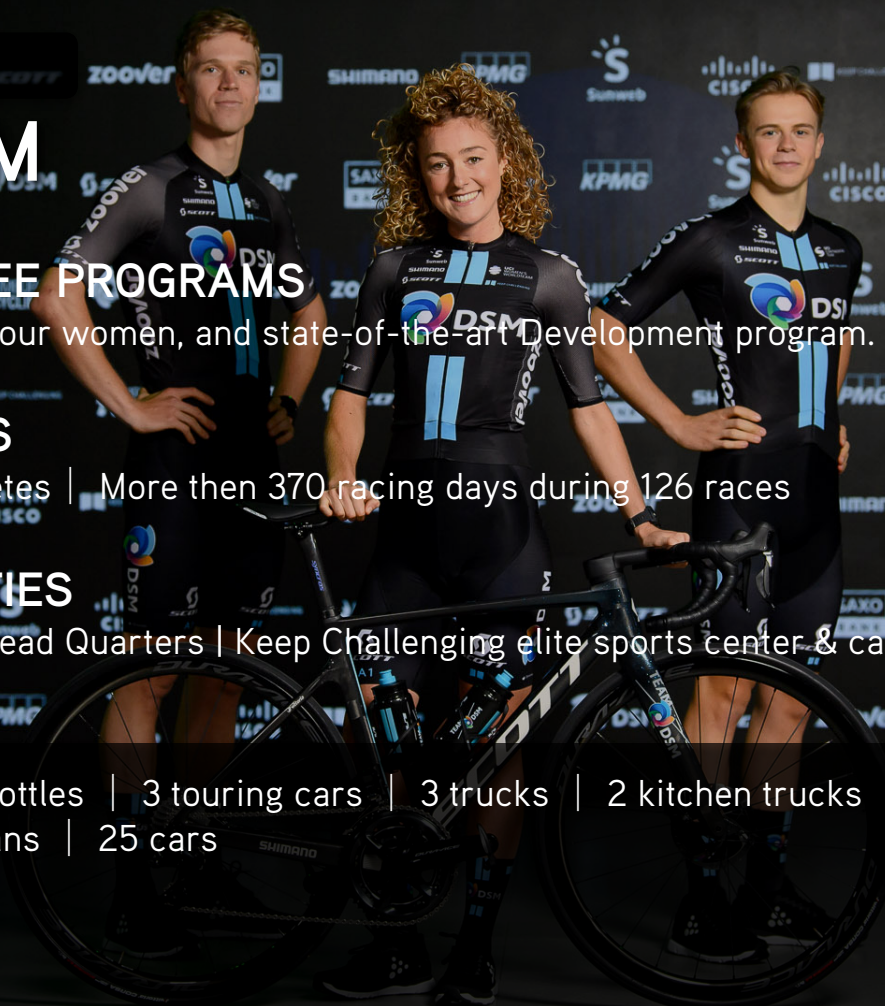
60 men & women athletes | More then 370 racing days during 126 races

## STAFF & FACILITIES

78 staff members | Head Quarters | Keep Challenging elite sports center & campus

## NICE TO KNOW

400 bikes | 42.000 bottles | 3 touring cars | 3 trucks | 2 kitchen trucks  
2 motor homes | 4 vans | 25 cars







**PERFORMANCE**  
**=**  
**PEOPLE & PLAN**



# A. THE PLAN





# THE PLAN

- One Goal
- Context: high level pro cycling
- Approach

# THE PLAN

## ONE GOAL





THE PLAN »

» CONTEXT: HIGH-LEVEL PRO CYCLING





# CONTEXT: HIGH-LEVEL PRO CYCLING

## THE DEFINITION OF CYCLING

### WHEN:

- 8 Riders battle against 192 in a 7-hour, 265km race in the toughest sport of the world

### IT'S ALL ABOUT OVERCOMING THE PARADOX:

- The right person as fresh as possible in an as advanced as possible position
- in the final of the race
- where he/she can make the difference for the team





# CONTEXT: HIGH-LEVEL PRO CYCLING

## THE WINNING FORMULA IS...

Being the best in *innovation* and *cooperation*



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# CONTEXT: HIGH-LEVEL PRO CYCLING

## AFTER MOTHER NATURE HAS DONE HER JOB...

Highly gifted and determined team members on and off the bike are naturally very focused on innovation:

- **Physical specialisation/expertise** → Many hours and passionate conversations
- **Periodisation/Fresh & healthy** → Many hours and passionate conversations
- **Motivation** → Many hours and passionate conversations
- **Equipment** → Many hours and passionate conversations
- **Aerodynamics** → Many hours and passionate conversations
- **Nutrition** → Many hours and passionate conversations

... ONE OTHER ELEMENT IS CRUCIAL FOR THE SUCCESS OF A HIGH-PERFORMANCE TEAM  
COMPOSED BY ALL THOSE AMBITIOUS PERSONS...





# CONTEXT: HIGH-LEVEL PRO CYCLING

## DOING IT TRULY TOGETHER

Athlete & Athlete = In race (tactics)

Expert & Athlete = Innovation

Expert & Expert = Optimize performance plan





# THE PLAN >> >> APPROACH

- T.E.A.M. DSM: Roles & Responsibilities
- Credible: be consistent & all interests aligned

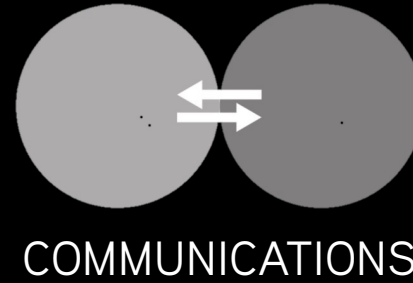
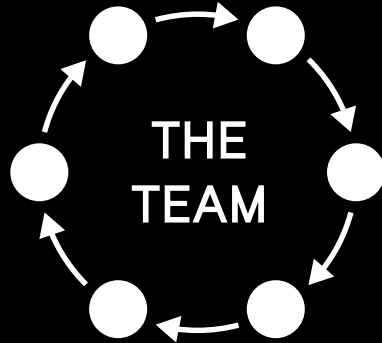






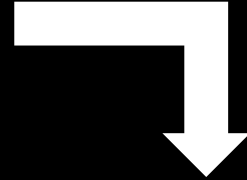
## B. PEOPLE







PLAN

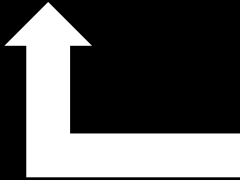


EVOLUTION

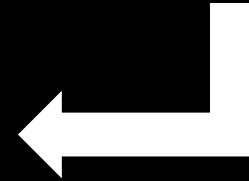


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IMPLEMENTATION



EVALUATION



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# THE REWARD

IT'S THE CONTRIBUTION THAT COUNTS, NOT THE INDIVIDUAL RESULT...







THANK YOU!



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