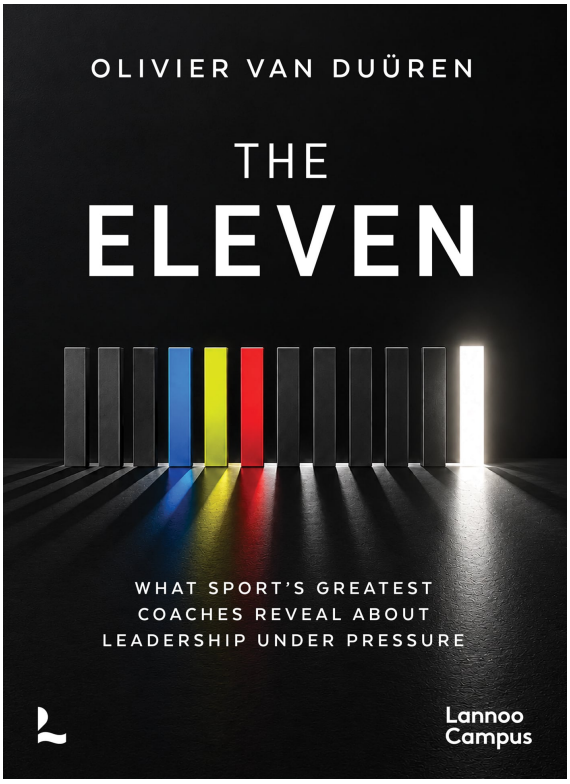
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The Eleven

What Sport's Greatest Coaches Reveal About Leadership Under Pressure

Olivier Van Duüren

ISBN	9789465512280
Publisher	Lannoo Publishers
Binding	Hardback
Territory	World excluding Benelux France, Switzerland & Scandinavia
Size	240 mm x 170 mm
Pages	240 Pages
Price	£35.00

- Proven across six companies — from collapse at Nokia and Thomas Cook to comeback at Microsoft, Starbucks and PepsiCo
- An operating system for leadership: diagnostics, drills, and a playbook leaders can run from Monday morning
- Leaders face a crisis of energy, not strategy (Gallup 2026: 40% in daily high stress, leaders more)
- Sport is not the metaphor. It is the test environment: leadership judged in public, in real time, with nowhere to hide
- Every coach profile has a Shadow Side: you may win the trophy and still end up as the ghost at the dinner table
- Eleven coach dossiers (Pep Guardiola, Alex Ferguson)
- One Law of Alignment: Awareness × Adaptability × Authenticity = Sustainable Greatness, sustained by Recovery, destroyed by Drift
- Six business translations, plus a playbook on three levels: individual (Mirror), team (Mechanics), organisation (Truth Serum)

In 2012, Olivier realised he had become a Ghost: present at the dinner table, mentally absent. ***The Eleven*** follows eleven coaches, from Guardiola and Klopp to Summitt and Tarasov, who independently arrived at the same structural answer to leadership under pressure: ALIGNMENT = AWARENESS × ADAPTABILITY × AUTHENTICITY.

Olivier Van Duüren spent 22 years in senior international leadership roles at Microsoft, earning the Global Platinum Award for Excellence, presented by Bill Gates. He is the founder of The Dualarity, co-founder of Visual Senseformers and former Board Member of Filou Oostende. Today, he delivers keynotes and leadership programs across Europe on transformation and human performance under pressure.

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