HiCue speakers
Higher Content & Inspiration



CARLES PUYOL

Soccer Star, World Champion with the Spain National Football Team and the most successful Capitan in the history of Barça

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- Considered as the best Capitan in the history of FC Barcelona
- Raised the category of Captain to another level. He knows how to lead!!!
- The surprising power of passion and work!!!
- Flexible on the form but totally inflexible on goals and objectives
- He was part of the best football team of all times, and one of the greatest teams of all sports. In 2009, FC Barcelona won every possible title

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The Capitan! The emblem. The myth. The top reference of Barça. Model player. He is an example of honesty, leadership, strength, determination and character. Commitment! Loyalty! Integrity! Warrior. Gladiator. Professional as any. Effort, hard work and honesty, his greatest virtues. The list of adjectives and virtues is absolutely endless. This is how his teammates, coaches, fans and rivals describe him.

These words certainly explain how a humble kid born in La Pobla de Segur, a town of 2,500 inhabitants in the mountains of Catalonia, with no football tradition and with more enthusiasm that talent, grew to become one of the greatest players in football history.

As Joan Martínez Vilaseca, his first coach, recalls, “It was the longest try-out to join the Masía. I had never seen someone so eager to play football. More remarkable for his physical conditions that his technique!!! He had something different and also had the desire to conquer the world:” Only 1% of the players make it to the team! Many, with enormous talent end up giving up. Clearly talent is not enough to make it to the big leagues.

In the beginning he wanted to be a goalkeeper until a back injury forced him to change. So he became a striker, and being regarded as “The Romario from La Pobla”. Arriving at Barça an opportunity arose to become a right wing-back. He finished his career as one of the best central defenders in history. Clearly the position was not important for Puyol. He could be flexible in the way but totally inflexible on the objective. The goal for Puyol was not simply playing or making money. His dream was to succeed at Barça.

In the farewell tribute, Canal+ said: “His life has been linked to FC Barcelona. He came as a teenager. He leaves as the best captain in Barça’s history and the one who has raised most titles, 21. But Carles Puyol is much more than that. He is a way of doing things. Integrity, loyalty, effort, kindness. Each of his acts was an example for his teammates, opponents and fans. This would explain the program´s title: Puyol, more than a captain!!!

In a world where the “reality shows” have distorted reality, Carles Puyol´s life reminds us that success is not something that suddenly shows up overnight. It is always the result of years of effort and sacrifice and it’s always the result of a huge passion. Success without work simply is not possible.

“You can be the best in history... or just a good player. It´s up to you! I wish I´d had the talent! Instead of talent, I have a huge passion for work!!! These words of Puyol splendidly summarize his philosophy in life.

He retired from football as great men do, leaving behind his example and an indelible legacy. Now, in his new role as speaker, after preparing himself with absolute rigor and being coached by the best professionals, as he did in his playing days, he shares exiting stories and wonderful insights.

Football, one of the most competitive sports in the world, and Carles Puyol, one of the most disciplined professionals in history, allow us to rescue the lessons from the world of sport to the world of business.

TEMAS

Carles tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Talent
- Leadership
- Motivation
- Teamwork
- High performance

PROGRAMAS

Talent, Work and Motivation: The 3 variables of PEAK PERFORMANCE

In the sports world, as in the corporate world, we find differences in the levels of talent and the work capacity of individuals. Some privileged players base their success on talent. Others, however, recognize their limitations and --motivated by the power of their dreams and transcendent sense of purpose-- make up the difference with effort and dedication. The combination of work, talent and motivation --to a greater or lesser degree-- is what defines

and shapes passion in any activity. In the long term, however, passion is the only thing that fuels motivation. When passion is weak, when our long-terms goals are unclear; motivation, talent and work sadly tend to give out.

The life of Carlos Puyol, the most successful captain in the history of Barca, is the best example of the power of hard work and the magnificent scope of our dreams. His testimony shows us that we all have the potential to be the best in any discipline (if we want to).... or the option to limit ourselves to being a good player. The decision will always be ours! If we want to be the best at something, unless we are gifted, we will have to work with effort, determination and honesty to achieve our goals. Effortless success is simply NOT possible!!!

CONDICIONES

- **Travels from:** Barcelona, Spain
- **Fee Range:** Please Inquire