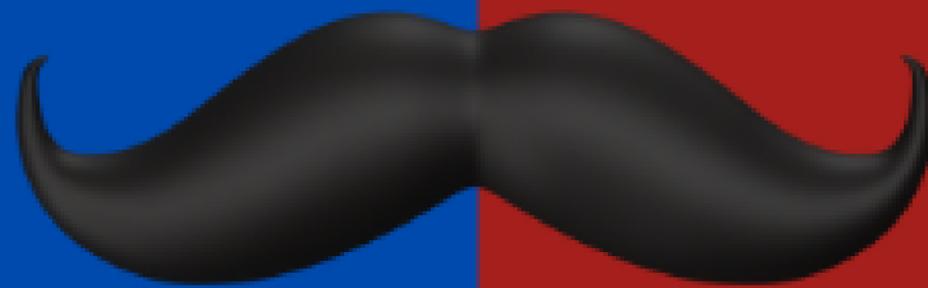


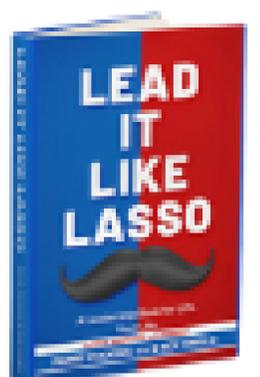
# Personal Operating System

Leveling Up with Lasso



[LeadItLikeLasso.com](https://LeadItLikeLasso.com)

In this guide you can check out the personal operating systems of some of our favorite characters in Ted Lasso (and one of the co-authors as well). Reflect on each of the sections to determine what you would put in each field. At the end of the doc, you will find a link to a Canva template (free to use no sign-in required) where you can edit and create your own.



Believe.

*Marnie Stockman & Nick Coniglio*

# TED LASSO



Gen X



Football coach



“The harder you work, the luckier you get”



Credit Apple TV+

## PHILOSOPHY

If you're like me, you love a good locker room. It smells like potential. and I think we all have a lot of potential here. We are all about helping everyone become the best version of themselves. I've been called relentless and irritatingly nice. As your gaffer I believe it's my job to sweat the small stuff so you can focus on the big stuff like becoming the best player you can be.

## MOTIVATION

I believe in believe. And if you believe in something, I want to hear it. You should know “I have a hard time hearing someone who doesn't believe in themselves” but as a player and leader on this team, we want to hear what you have to say.

## DE-MOTIVATION

Pessimism, tea, bullies

## LEADERSHIP POSITIONS



Coach



Father



Dart club president

## PERSONALITY

Patience



Analytical



Problem Solving



Handles Pressure



## RICHMOND WAY



Belief



Conditioning



Versatility



Awareness

## FAVORITES/ CORE



## LIBRARY

Wrinkle in Time, Coach Wooden's Pyramid of Success

# MARNIE STOCKMAN



Gen X



Author, start up founder



“When our clients succeed, we succeed”



## PHILOSOPHY

I aim to be positive and enthusiastic, bringing energy and passion to the space. I am one of those irritatingly chipper early risers who checks email at 5:15 am. I cherish my morning hours of peace before the day begins so I can do thinking work and enjoy breakfast and tea with my husband before he goes to work. I will not bother you before 8 am. I have excessively high expectations when it comes to customer success - particularly in terms of communication. Lifecycle Insights is known for being responsive. Side note: that does not mean the customer is always right.

## MOTIVATION

I was a teacher and still am at heart. I take feedback well and offer it freely. If there is something I can do to help, please ask or let me know. I work fast and furious to advocate for what you need. I want to do what it takes for you to be successful.

## DE-MOTIVATION

Drama, stale work, Bullies

## LEADERSHIP POSITIONS



Co-founder, CEO



Mother



Advisor

## PERSONALITY

Patience



Analytical



Problem Solving



Handles Pressure



## RICHMOND WAY



Belief



Conditioning

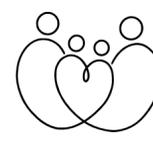


Versatility



Awareness

## FAVORITES/ CORE



## LIBRARY

Think again, Adam Grant  
Mindset, Carol, Dweck  
Tipping point, Malcolm Gladwell

# ROY KENT

 Millennial

 Coach, mentor

 "Oi"



Credit Apple TV+

## PHILOSOPHY

If you're like me, you understand the value of grit and authenticity. Life can be tough, but we're tougher. I've been called fierce and brutally honest. As the anchor of this team, I believe it's my duty to lead by example and show that success isn't handed out; it's earned through sweat and determination. I'm striving to be the best versions of myself, always true to who I am. Together, we'll embrace the grind, face challenges head-on, and find strength in our vulnerabilities. It's not about being perfect. It is not anger that fuels me, it is passion to excel.

## MOTIVATION

I believe in the unyielding spirit and authenticity. Life, both on and off the field, can be a tough battle, but it's the tough battles that define us. I'm the sort of person who respects those who stand up for what they believe in and who they are. It's about being real, and that's what will make us champions.

## DE-MOTIVATION

Pundits, Idiots, Metals

## LEADERSHIP POSITIONS

 Coach

 Uncle

 Yoga mom's organizer

## PERSONALITY

Patience

Analytical

Problem Solving

Handles Pressure

## RICHMOND WAY



Belief



Conditioning



Versatility



Awareness

## FAVORITES/ CORE



## LIBRARY

Wrinkle in Time, Madeleine L'Engle  
The DaVince Code, Dan Brown

# KEELEY JONES

 Millennial

 CEO, Influencer

 "Accountability Matters"



Credit: Brian Guido New York Times

## PHILOSOPHY

If you're like me, you know that life is a beautiful, ever-evolving journey. I've been called the optimist and the heart of the team. As a guiding light for this group, I believe it's my role to infuse joy, positivity, and a sense of unity into everything we do. It's not just about winning matches; it's about creating a supportive, uplifting environment where you can thrive. Together, we'll treasure each step of the journey, celebrate victories, and learn from setbacks. We'll turn challenges into opportunities and strive to be the best not just on the field, but in the way we uplift each other as a family.

## MOTIVATION

I believe in the power of positivity and unity. Life is a beautiful journey filled with colorful moments, and I'm all about embracing the joy and togetherness that it offers. As a guiding light for this team, I want to hear your stories, your dreams, and your moments of happiness.

## DE-MOTIVATION

Friends who take advantage of you,  
Being smothered (no free time)

## LEADERSHIP POSITIONS

 Co-founder, CEO

 Social media influencer

 Famous for being almost famous

## PERSONALITY

Patience

Analytical

Problem Solving

Handles Pressure

## RICHMOND WAY



Belief



Conditioning



Versatility



Awareness

## FAVORITES/ CORE



## LIBRARY

Odd One Out, Nic Stone  
The Alchemist, Paulo Coelho  
The Will to Lead, Marvin Bower

# REBECCA WELTON



Gen X



Owner, AFC Richmond



“Just because we own these teams doesn’t mean they belong to us.”



Credit Apple TV+

## PHILOSOPHY

If you’re like me, you know that transformation can be a powerful force. Just like a caterpillar becoming a butterfly, we all have the potential to grow, change, and become something extraordinary. I’ve been called determined and unwaveringly resilient. As the leader of this team, I believe it’s my responsibility to navigate the challenges, both big and small, so you can spread your wings and soar to new heights. We’re not just striving for greatness on the field; we’re aiming for personal excellence in every aspect of our lives.

## MOTIVATION

I believe in transformation. Just as I’ve transformed my life, I believe in the power of reinvention and personal growth. I want to see that belief in yourself, in your potential, and in your ability to change for the better. In my role as a leader, I find it challenging to follow someone who doesn’t believe in their potential.

## DE-MOTIVATION

Anything Rupert, Tabloid gossip

## LEADERSHIP POSITIONS



Owner, AFC Richmond



Mentor



Christmas Carol Planner

## PERSONALITY

Patience



Analytical



Problem Solving



Handles Pressure



## RICHMOND WAY



Belief



Conditioning



Versatility



Awareness

## FAVORITES/ CORE



## LIBRARY

Bossypants, Tina Fey  
Nothing Personal, James Baldwin  
The Great Alone, Kristin Hannah

# SAM OBISANYA



Gen Z



Footballer, Restaurant Owner



“I think we should all be goldfish.”



Credit Apple TV+

## PHILOSOPHY

If you're like me, you understand the power of unity and the importance of respecting our roots. Just as the roots of a tree provide strength and nourishment, our heritage and traditions are the foundation of who we are. As a representative of our team, I believe it's my duty to honor the past while embracing the future, and to stand up for what's right. It's not just about playing the game; it's about playing with purpose and using our platform to promote inclusivity and equality. Together, we'll show that diversity is our strength, that we can break barriers, and that the world can change through the power of unity and understanding.

## MOTIVATION

I believe in the strength of positivity. Just as a tree's roots anchor it and provide nourishment, our diverse backgrounds and cultures are the foundation of our collective strength. I want to hear your stories, your traditions, and your experiences. I believe that when we embrace our differences and stand up for what's right, we can achieve greatness together.

## DE-MOTIVATION

Bullies, Strip clubs

## LEADERSHIP POSITIONS



Restaurant owner



Team leader



Capt of Nigerian team

## PERSONALITY

Patience



Analytical



Problem Solving



Handles Pressure



## RICHMOND WAY



Belief



Conditioning

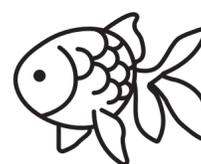


Versatility



Awareness

## FAVORITES/ CORE



## LIBRARY

Ender's Game, Orson Scott Card  
Becoming, Michelle Obama  
Rhe Road, Cormac McCarthy

# COACH BEARD

 Gen X

 Coach

 "Focus, baby!"



Credit Apple TV+

## PHILOSOPHY

If you're like me, you recognize that the game of life is a complex puzzle with countless pieces, and each one is crucial to the bigger picture. I've been called the strategist and the silent force. As the co-pilot of this team, I believe my role is to meticulously study the chessboard of life, making calculated moves so you can see the entire board with clarity. It's about mastering the fundamentals, adapting to the unexpected, and always seeking that elusive edge. Together, we'll work not only on honing your skills but also on developing a deep understanding of the game, both on and off the field. Success isn't just about winning; it's about the journey and the wisdom gained along the way.

## MOTIVATION

I believe in the power of strategy and resilience. To me, success is a result of meticulous planning, hard work, and the ability to bounce back from setbacks. I'm here to amplify that belief in yourself and your capacity to overcome challenges. I want to hear your ideas, your insights, and your understanding of the game. We're in this together, and your perspective matters.

## DE-MOTIVATION

Girlfriends that won't commit, Losses

## LEADERSHIP POSITIONS

 Coach

 Book club president

 Best friend

## PERSONALITY

Patience

Analytical

Problem Solving

Handles Pressure

## RICHMOND WAY

★★★★☆

Belief

★★★☆☆

Conditioning

★★★★☆

Versatility

★★★★★

Awareness

## FAVORITES/ CORE



## LIBRARY

Coaching Soccer for Dummies, NAFS  
About a Boy, Nick Hornby  
Fever Pitch, Nick Hornby

## Canva link

[https://www.canva.com/design/DAFzIGjpidl/EHeroelgrEaDrCV7Ky0iOA/edit?utm\\_content=DAFzIGjpidl&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFzIGjpidl/EHeroelgrEaDrCV7Ky0iOA/edit?utm_content=DAFzIGjpidl&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)



Find us at...

# LeadItLikeLasso.com

or connect with us...



Lead It Like Lasso



[instagram.com/leaditlikelasso](https://www.instagram.com/leaditlikelasso)



[@LeadItLikeLasso](https://twitter.com/LeadItLikeLasso)



[linkedin.com/company/lead-it-like-lasso](https://www.linkedin.com/company/lead-it-like-lasso)

