

Dear All

Last week we saw the world Test Championship final of Cricket and New Zealand beat India, a result some predicted, but most dismissed as 'not on the cards' before the match.

As soon as New Zealand won the match, the commentator said " Nice guys do finish first, at least sometimes". Here's a set of learnings from this event in general:

1. Cricket is the second most popular game globally after football. Football is way more popular than cricket. All 200 countries in the world play football and only 104 countries play cricket.
2. Cricket is played by about 60 million people globally of which 54 million are in India. There are a million people who play cricket in England and about 1.5 million in Australia. In New Zealand only 200,000 people play cricket. So there are 270 times more people playing cricket in India compared to New Zealand!!
3. New Zealand is No 1 in Tests, No1 in One day format and No 3 in the T 20 format, a remarkable achievement given their low base of cricket players.
4. The top Indian cricketers representing the country is paid \$ 1 million, the top New Zealand cricketer is paid \$280,000, most Indian cricketers earn three to four times per annum compared to the new Zealand cricketers. The Indian cricketers have brand endorsements plus the IPL contracts. There are half a dozen New Zealand cricketers who play in the IPL.
5. New Zealand cricket has always been very innovative, they have tried many things way before others tried it. Martin Crowe started with spin bowlers to open the bowling in 1992 .
6. New Zealand started the High performance Cricket Training Centre a few years ago to raise the standard of its team.
7. New Zealand plays as a team, they punch well above their weight when they combine together. They play as one. They don't rely on superstars or any set of players, everyone chips in.
8. The New Zealand victory should tell us that reputation, resources in terms of money and stardom doesn't win all the time, what wins is grit and determination.
9. Every business goes through a crunch on talent and resources, but the best businesses know how to combine what they have to produce superior results. Constantly evaluating what you have as opposed to what you don't have is a good check to do.
10. Results come in any walk of life when experience works with new comers or debutants. A great business must nurture young talent, like the New Zealand team does.

Good guys do finish first when everyone works for the team, above self- interest, simply put no one is bigger than the team

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