

# **MESRON Strategy: Reinventing Business Guideline Strategy through Eminent Sport Stars Achievements**

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## **Abstract**

Learning from achievers is considered the greatest essence of life. When such learning comes from celebrities that includes sport stars, people often follow them more blindly and rigourously. Even many businesses are moving into the direction of learning from such celebrated icons. In this research paper, we have tried to learn some of the important facts i.e. problems, solutions developed and their personal achievements from the lives of Messi and Ronaldo. For the above, we have collected data from various secondary sources such as websites, journals, and publications. From this study, we have developed a new guiding strategy for business known as MESRON strategy. This strategy can be implemented by individuals and business to work differently and stay ahead of competitors in the fiercely fought competitive market.

**Keywords.** *Business, Messi, Ronaldo, Sports, Strategy, Success*

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## **1. Introduction**

For achieving success, few physically symbolize that shape better than sports stars. According to motivational speaker and New York Times bestselling author Don Yaeger (who made a career studying some of the world's greatest athletes), while precision, strength and unwavering stamina are crucial to careers of sports person or players, what separates the real winners apart from the losers may be due to a handful of core values that makes them go far beyond just sporting acumen. During his study, he happened to met many sports winners in his decades while he was working in Sports Illustrated journalist, starting from legendary American football star Walter Payton to popular basketball coach John Wooden, and he held that the finest among them had displayed similar four traits. (Source: <https://www.cnbc.com/2018/04/26/achieving->

[success-lessons-from-famous-sports-stars-don-yaeger.html](https://www.cnbc.com/2018/04/26/achieving-success-lessons-from-famous-sports-stars-don-yaeger.html))

### **1.1 Continuing humility**

At first, the best athletes cope pressures to stay humble, regardless of how successful they turn out to be. This implicates that they can craft critical, honest estimation of their own self and also believes in self-improvement. According to Yaeger, these people have the capacity to see themselves truthfully unlike common people who adore themselves. He further added that due to such talent they continue to be humble while continuing to learn more for improvement.

### **1.2 Seeking regular feedback**

Next, such sports persons or stars try to search out feedback on a regular basis to observe that how they can become better, both professionally and personally. They can be considered as fortunate since being high profile means that they are constantly criticized by

coaches and the common public, irrespective of their likeliness or vice versa.

### **1.3 Starting every day at zero**

Moreover, the current nature of the professional sports demands that players must begin every day from the same foundation and perform their entire training routines from scrap. With such frame of mind they place themselves well for competitions, whenever they start a new game or tournament.

### **1.4 They have an insatiable appetite for learning**

Also, various activities such as training for running faster, or identifying the best strategy to outwit the competition, thriving sports stars dare themselves to discover newness on a daily basis. Yaeger recognized the parallels between sports and business are frequently considered commonplace.

But he opined that fruitful lessons can be learned from victorious winners, not considering their field of expertise, and they must be studied to understand the lessons from the sports that mean how to drive the best from you without directly imposing any physical force on others. The implications can be achieving success in business being humble, getting feedbacks rather seeking it, starting everyday as a new day with a zeal for continuous learning. People watch these famous sports stars, their everyday activities and millions follow them as their role model.

## **2. Review of Literature**

In general, strategy can here be described as patterns of actions used by managers to place an organization in terms of competitive advantage (Shilbury, 2011; Smith & Stewart, 2010). In different sport organizations, innovation is considered as the essence of

competitive advantages. Therefore, it becomes imperative that strategy and innovation are inherently linked within sports. Some of the instances of modern strategic innovations in sports include the growth of the race runner bike and the induction of the fiberglass pole in Olympic high jumping (Balmer, Pleasence & Nevill, 2012). There exists other cases of strategic innovation with increasing use of new technologies in sport, like sensor monitoring in martial arts refereeing (Chi & Res, 2005; Mukhopadhyay, 2014) or innovation for monitoring performance (Liebermann, Katz, Hughes, Bartlett, McClements & Franks, 2002).

Young (1969) deliberated the relationship between the how personal, social adjustment, physical fitness and attitude affects physical education among high school girls coming from different socio-economic levels. She stated that there was no significant difference between socio-economic status groups in relation to the physical fitness or attitude towards physical education. It was found that there exists a significant positive correlation between physical fitness and attitudes towards physical education for the entire population at .001 level, within the high and low socio-economic groups at the .05 level and within the middle group at the .01 level. Also, there was a significant correlation at .05 level but physical fitness and personal social adjustment for the population and within the low socio-economic status groups; but it was also mentioned that there was an inverse and significant correlation between attitudes towards physical education and social adjustment and at .01 levels.

Sham (1987) performed a case study to understand the relationship between student attitudes towards varsity interscholastic sports participation and different characteristics that

affect such attitudes. The requisite data was collected from high school yearbooks. Pennsylvania Department of Education, a survey questionnaire circulated among 155 high school student and individual interviews were conducted on selected students participants, student non-participants and community members. Among the results indicated were only 25 percent were interested in sports over the period of 1965-85. Also, there were many factors that had impacted the attitudes of students toward participation in interscholastic sports. Among them parental influence was the most definitive factor along with peer influence, coach influence, perceived athletic ability of sports as fun, priority of sports and the relationship of sports to academic achievement. Most of the students especially participants responded positively to the schools interscholastic sports programmes on believed that sports were valuable since such concepts instill cooperation, competition and learning responsibility. Malumpy (1970) used the Cattle 16 PF to evaluate the different personality traits of 120 women 77 athletes and 43 non-athletes. In additional study, Malumpy established that athletes involved in individual sports were more extrovert than those who played team sports. Singer (1969) studied the Edward present performance schedule (EPPS) to base ball and tennis players and a group of non athletes. He identified that non athletes had scored much higher than the baseball group in other autonomy. Also, the tennis group performed better than the baseball group. The outcome also displayed that tennis players had more domination than baseball players.

Jack (1946) stated that factors such as number of years or required physical education also of playground and making system used in

physical education showed no significant differences between large and small. The small schools had an advantage over the large schools with respect to factors such as location of playgrounds and size of physical education classes. The large school was superior to small school in terms of number of periods per week number of activities, length of periods, the presence of Gymnasium in school building, number of teachers, and the number of supplementary indoor physical education facilities.

Roy (1960) made a survey "An Investigation into the Provision for Physical Education in the High Schools of Howrah" and found that many schools had no teachers of physical education and a serious shortage of physical education teachers existed. Also, in boy schools, the mean people to teacher ratio was approximately 460: 1 and in the girls schools the same ratio was approximately 988: 1 as compared to the standard ratio of 250:1. Rose (1967) performed a study based on 13 selected social factors and impact on economical condition. He observed in his study that student's family income along with their education have affected the rate of participation in sports and their overall selection of recreational activities and games. Moreover, the high-income group family students tends to participate in more luxurious type of activities and games whereas lower income group family, students take part in more cheaper type of recreation activities and games.

In the year 1966, a survey resident graduate student of Michigan State was conducted by Phillips (1967). For such purpose, interview questionnaire including previous background in sports and their respective attitude was supervised from 84 graduate students.

Ranking of activity preferences were done along with tabulation. Chi-square was used for testing the variables but none were found to be significant at the 0.10 level. The result indicated alike participation and attitude patterns dispersed extensively in varying families and different school background.

In another study conducted in the northeastern United States by Flood and Helsted (1991), on 161 intercollegiate athletes at a medium sized public university, it was observed that the overall competitive aspects due to affiliation with university based participation were far more important motives rather than social or fitness motives, parental or peer influence. People get inspired from others, more often from celebrities such as sport stars. Therefore, we need to understand how these sport stars have achieved success. We can understand their problems and how they managed to derive solutions for them. This could be developed into a common strategy for common people as well as developing business strategies.

The following are the research objectives:

1. Identifying the strengths of sports management.
2. Identify the characteristics of two most noted sports celebrities.
3. Identifying their skills through their sports achievements.
4. Understanding the potentiality for drawing inspirations from their life and work.

### **3. Research Methodology**

We have used exploratory research to collect secondary data from various sources. This

included views of individuals from sports based discussion websites, web pages, various literatures and statistical data. We have collected data from various secondary sources such as internet. Relevant data has been collected from (<http://messivsronaldo.net/calendar-year-stats/>) and excel sheet has been created. This data has been used for graphical analysis later during data analysis under discussions.

## **4. Discussion**

### **A. Secondary Facts:**

We are going to understand about the two most celebrated sports stars in the world:

#### **i. Lessons from the life of Lionel Messi:**

The Argentine starts displays magical display of sportsmanship and it often seems as he was born to marvel everyone his supernatural football skills. No player can be compared to L. Messi. He has shown how one can reach their dream through sacrifice and hard work.

#### **a. Hard work is the essence:**

It is well known that, L. Messi is a born talent and is considered as a natural player while playing the game. But, he believes that hard work is an also a crucial ingredient to reach the peak. As a player, he is so agile on the ball and a delight to watch.

In business, we can try to follow and absorb this quality of Messi in our everyday lives. It is also crucial to give hundred percent whenever one wants to achieve something in life. Many other players have tried to imitate him, but, haven't reached so far. From the known fact that Rome was not built in a day, Messi continues to work hard on different aspects of his game continuously.

**b. Also, he has been jeered for having a short stature.**

Many a times others have criticized him for his short stature as a hindrance. But, this impediment couldn't stop him from fit to be called one of the greatest players ever to play the game. Mentally, he proved to be stronger than anybody can even imagine. He has used his shortcomings as a tool to be fast and get past tight defenses.

In business, people should try to think differently by using their shortcomings as a tool of success and always believing that they can achieve success.

**c. Acceptance of the fact that a win all the time is not possible.**

Many a times, Messi has gone through difficult times when his team had lost important matches in different leagues and international country matches. This happened during loss to Chelsea in the Champions League in 2012. He had the missed a penalty chance to turn the game in Barca's favor. Life is all about a mixture of losses and wins. Failure is considered as a stepping stone towards success.

In business too, one must understand that in order to be successful one must go through series of failures. These failures shall act as a stepping stones for achievements. The real learning arrives when people learn on how they pick themselves from such downstream to upstream.

**d. Loyalty matters**

Another of the key aspects of L. Messi's success is his quality to remain loyal to his club Barcelona. This loyalty helped him to gain the respect he deserves. Many a times, he has turned down exceptional transfer packages from other clubs to continue with his much-loved club. He has been loyal to both club and country. With

money being considered as almost everything in current times, it is exceptional to discover the affection that Messi has revealed for his team.

In business, people must not forget about the people who helped them achieve their goals. Also, loyalty is considered as one of the vital factors that help successful people gain the upper hand above their competitors.

**e. Humility and responsibility**

Above the discussed qualities, one of the strong characteristic that relates to Messi both as a player and an individual is his humility. He has proved himself to be down to earth even after realizing fame and wealth. He had also been an example of kindness towards the deprived. It is known that great people constantly take responsibility for helping others. They believe that life's purpose is to give and heal. The highest honour is not wealth, but confidence and recognition from colleagues, peers and the society in large. And yet, Messi has hardly ever been arrogant towards anyone.

In business, people should try to be humble even after achieving success of money, fame, and wealth. They should contribute towards the welfare of the society and the nation. This gives them real recognition vital for sustainability in long run.

(Source: <https://www.sportskeeda.com/football/five-life-lessons-from-lionel-messi/>)

**ii. Lessons from the life of Cristiano Ronaldo:**

**a. Believe in your talent**

Ronaldo begin to train from a very youthful age and has always been avid about football. On many occasions, people doubted Ronaldo's talent. He also had his own self doubts. During one such event in the beginning of the 2007–2008 season, Ronaldo was shown a red

card for a head butt on Portsmouth player Richard Hughes during their team's second match of the season for Manchester United, for which he got a punishment of a three-match ban. He became exceptionally depressed due to severe questions raised on his talent. However, he held himself constant because he had profound self-belief not to disbelieve his talent.

**b. Practice, practice, practice**

Ronaldo always believes in more and more practice and is never tired. According to his Portugal coach Carlos Queiroz, unlike other great players who might abstain from training when they might believe that things are postponed for some other day, unlike Cristiano. Who keeps working till he is satisfied with his training?

In business, managers and leaders should not relax too much and focus on training and maintaining discipline on right things and activities on a regular basis.

**c. Do not let setbacks affect you**

Many a times, people may get disturbed from current events and stop focusing on required objectives which they have set for themselves. Even Ronaldo was expelled from school at the age of fourteen, but constant motivation was provided by his mother for playing and focusing on football. He also underwent operation for racing heart condition, but that never stopped him from realizing and pursuing his dreams.

Business managers and leaders should always learn from events around them, including setbacks which businesses may suffer from, should propel them to integrate such learning for setting up of future objectives and fulfilling them.

**d. Stay one step ahead of your competitors**

During a long period, Ronaldo has transformed his game for achieving goals from anywhere being in the opponent's half. He practices thoroughly so that he can keep himself better prepared every time when he faces his opponents. He began his game as steeping-over his speed suddenly, but gradually adopted in other areas as his opposition started learning about his strengths. This can also be known as predicting oneself before others can predict anything.

For business, more systematic approach should be implemented which can devise newer set of actions and activities that can outmatch competitors in the present times as well as the future.

**e. Respect your mentor**

Ronaldo and his mentor, Sir Alex Ferguson had an interesting relationship. As a mentor, Ferguson assisted to Ronaldo and was received as sage advice frequently by Ronaldo. Even when their relationship seemingly went unpleasant, Ronaldo regarded Ferguson like his father and the most significant person even when he shifted to Real Madrid.

In business, people need to understand that being successful is an achievement, but respecting people whose guidance was a quessential is more than just being a requirement. People often tend to forget or recognize those who contributed to their success in business or society. Rather, more affirmative respect should be in place in every organization.

**f. Never stop learning**

Ronaldo always believes in continuous practice. No feat or achievement seems as a

resting point, blockage or obstacle in his career. He has so many titles such as World Footballer of the year, the Ballon d'Or, and even dating supermodel Irina Shayk, Ronaldo never ever seemed to relieve up his training routine and other learning programmes. He consistently pushes himself hard and believes in learning new set of tricks that enabled him to scale unbelievable heights of success.

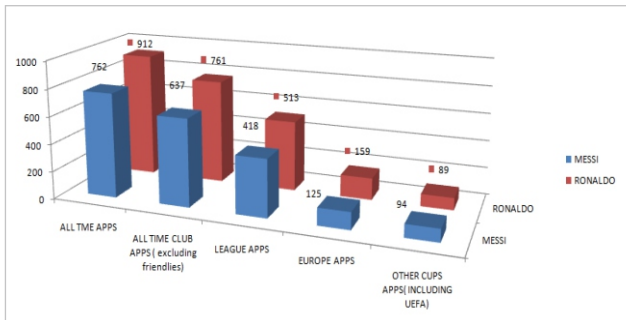
In business, it is just not enough to be good rather scaling up for being the best. This can only be attained through relentless pursue of learning and adapting skills and techniques for higher levels of success.

(Source: <https://leaderonomics.com/leadership/what-i-learned-from-ronaldo-how-he-became-the-worlds-best-player>)

**B. Achievement Analysis:**

The analysis includes graphical analysis and tabular representation of data.

**a. Total appearances:**

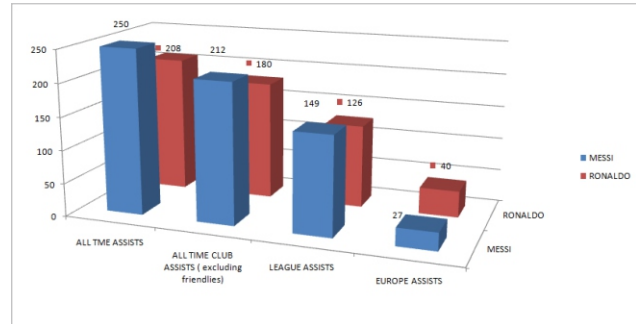


**Figure 1: Total Appearances**

(Source: Author analysis)

As seen in figure 1, we can see that Ronaldo has appeared in more number of all soccer games combined i.e. 912, while Messi has appeared in lesser games i.e. 762 (150 less games than Ronaldo).

**b. All time club assists:**

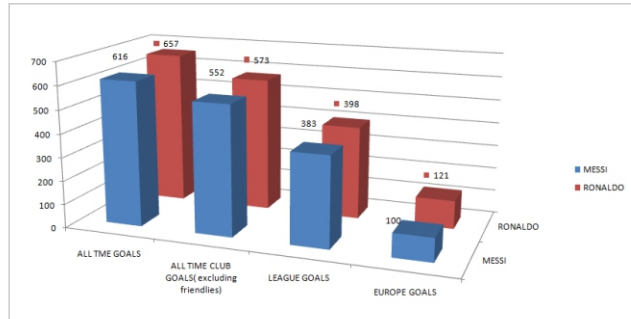


**Figure 2: All Time Assists**

(Source: Author analysis)

A real sports star is known by the efforts made by the individual to assist others in achieving success or help in goal scoring in football. Both of the players have significantly contributed to their teams' success in achieving goals. While Messi has done that 250 times (club-212, League -149), Ronaldo has done it 208 times (club-180, league-126) (as seen in figure 2).

**c. All time Goals**

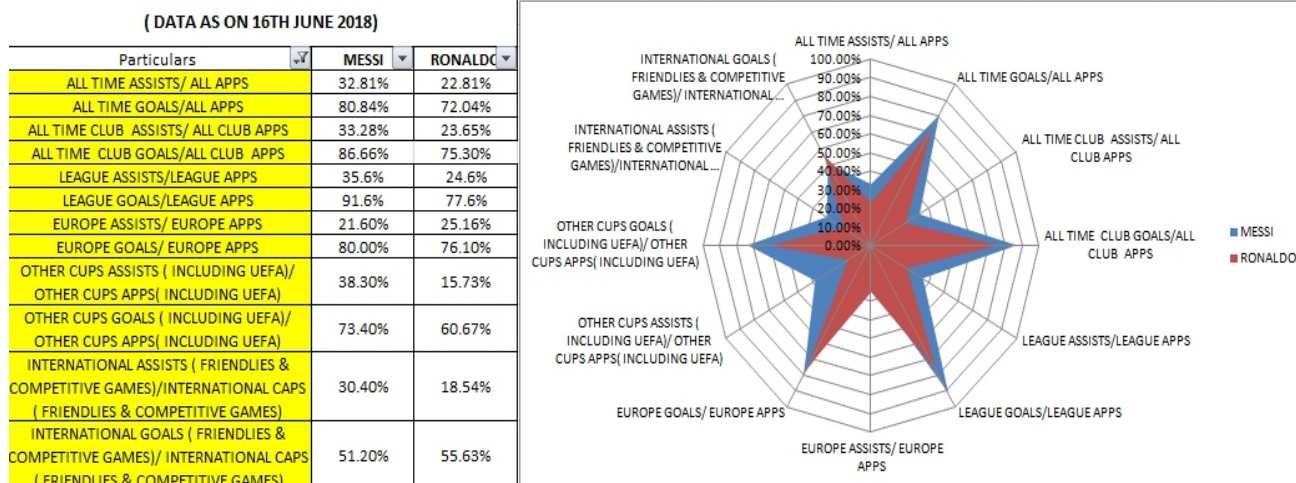


**Figure 3: All Time Goals**

(Source: Author analysis)

As observed in figure 3, we can see that both Messi and Ronaldo have scored more than 600 aggregate goals each at club levels, league levels and European goals combinedly. This proves the fact that both of them have performed exceptionally in their overall career.

**d. Percentage of assists to appearances and goals to appearances**



**Figure 4: Percentage of Assists to Appearances and Goals to Appearances**  
(Source: Author analysis)

As seen in Figure 4, we can see the percentages of contribution of both players in terms of assists and goals with number of appearances in the respective types of games played by them. In general, it seems that both of them have been performing extremely well in almost all versions of the soccer game. Their goal conversion ratio/percentage for Messi has been

80.84%, while Ronaldo's conversion ratio/percentage has been 75.30 %. Assist percentage has been higher for Messi i.e. 32.81%, while Ronaldo has 22.81%. Also, League goal percentage for Messi and Ronaldo has been fairly high at 91.6% and 77.6%.

**e. Recent year performances (2018)**

**Table 1: Recent Year Performance of the Players**

RECENT YEAR ( 2018 )	MESSI	RONALDO
2018 CLUB & COUNTRY APPS	31	26
2018 CLUB & COUNTRY ASSISTS	12	6
2018 CLUB & COUNTRY GOALS	29	33
2018 CLUB APP	29	22
2018 CLUB ASSISTS	11	5
2018 CLUB GOALS	26	28
2018 COUNTRY CAPS	2	4
2018 COUNTRY ASSISTS	1	1
2018 COUNTRY GOALS	3	5

(Source: Author analysis)

As per the above Table 1, both the players have performed exceptionally well in the first half of year 2018. While Messi scored 29 goals (26 for club, 3 for country) in 31 appearances, Ronaldo scored 4 more i.e. 33 goals (28 for club, 5 for country). This shows how both these players have improved their own records and this serves as a source of inspiration for business and society.

There are certain findings which can be listed as follows:

- No feat can replace **(M) More Hard Work & self belief**: In business, we can try to follow and absorb this quality of Messi in our everyday lives. It is also crucial to give
- hundred percent whenever one wants to achieve something in life. Ronaldo's self belief has made him great, despite numerous obstacles while reaching it.
- **(E) Emerging thoughts to convert shortcomings, setbacks as tools of success**: In business, people should try to think differently by using their shortcomings as a tool of success and always believing that they can achieve success. Both Messi and Ronaldo have used their skills, enhanced them to achieve success.
- **(S) Success every time is not practical**: In business too, one must understand that in order to be successful one must go through series of failures. These failures shall act as a stepping stones for achievements.
- **(R) Real-time Loyalty & Respect matters**: Without loyalty and respect, humility cannot be achieved. Both the star players have respected their mentors or clubs and this has led them get the return in favor.
- **(O) Observe others, practice, Learn and stay ahead**: In business, leaders and managers must adopt practicing right activities, learning from

them to continuously achieve predetermined goals.

- **(N) Never deny other's and self achievements**: From figure 1, 2, 3, 4 and table 1, it is quite evident of the phenomenal success achieved by both Messi and Ronaldo. This ascertains the fact that they are real and practical achievers in terms of statistical significance. Also, it can help people to compare the differences and minimize the gaps in real terms for future.

We have developed a new strategy coined as “MESRON” strategy which can be used as **guideline strategy** for policy formulation and implementation for business development.

This research can be further expanded with increase in number of sample frequency along with the extension in sample location. The expected results obtained using statistical analysis can be improved further with in depth research in future.

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