

America's Cup

The America's Cup is the oldest international sporting trophy, predating the modern Olympics by 45 years. It is yacht racing's greatest prize. Competition for first place is fierce, as there is no second place.

In 2013, the United States defended the cup against the New Zealand challengers. Down 8 to 1 to New Zealand, the United States rallied to win 9 to 8 in one of the greatest comebacks in America Cup history.¹

Here is what is interesting. The US won by not focusing on winning. Instead, the team's strategy was to focus on things the

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After a practice race, the coach and sailors watched their performance, seeing where their teamwork paid off the most. Physical trainers also collected data on each sailor's strength, flexibility, and diet, and used that data to customize exercise and diet plans for each athlete. Actual performance on the boat was linked back to fitness and diet habits. By doubling down on what they could control, Team USA pulled off a stunning victory.²



- 1 Woo, Stu (2014). "Against the Wind," Wall Street Journal, February 2014, <https://www.wsj.com/articles/americas-cup-2013-how-oracle-team-usa-launched-the-greatest-comeback-in-sailing-history-1393457596?tesla=y>
- 2 Rea, P., Stoller, J. and Kolp, A. (2018). *Exception to the Rule: The Surprising Science of Character-Based Culture, Engagement, and Performance*. New York: McGraw-Hill Education, pp. 061-161.