

# GAME, SET, AND MATCH

Inspired by Andy Murray's Wimbledon win, Kimberley Davis tells us what makes a business champion



**W**atching Andy Murray win Wimbledon was exhilarating. He had the weight of Britain on his shoulders and he rose to the challenge. As I watched him play, I thought: "What makes Andy Murray, and business champions, different?" Here's my list on how to win:

- When pressure comes, keep level headed. You have to be 100% focused and believe you can reach your goals.
- Focus on the present. Don't forget the past, but don't take it with you. In the early days of watching Murray, once he lost one unfair point, he couldn't let go of it. The Andy Murray who won Wimbledon was able to put those feelings aside.
- Be patient. Each point in this final was taking up to 25 strokes in 30-degree heat. And who lost the point? The player who tried to win too soon. You can't win in five minutes. There is a process. Point by point. Game by game. Set by set. Match by match.
- Play offence, not defence. You need to be breaking boundaries, creating new products and services, and moving your business, or maybe even your industry, forward.
- Find a coach. Find someone who has the formula to success and can teach it to you.
- Don't get cocky – Murray had three Championship points in a row and blew it. Why? Because he got cocky and thought he had it in the bag. He nearly lost the set because of it.
- Surround yourself with positive people who support you. Andy's team silently contribute to his success. Without them, he would never have been able to achieve such great heights.
- 'Huge risk and huge reward' Boris Becker said. Andy risked his education and another career in order to take a chance and pursue his dream. Champions have to take great risks.
- Understand your opponent. Know their weaknesses and strengths.
- Create a strategy and adaptability. Tennis and business isn't just a matter of skill, you must think clearly and instantly how to win against your opponent with each stroke. The strategy is constantly changing.

- Build on momentum. Murray was down in the second set, and not only came up from being down, he surpassed, excelled, and won.
- Speed - Murray was all over that court. He was super fast. Businesses which act with speed and precision are able to get ahead and stay ahead.
- Never give up – Murray has been so close to winning Wimbledon before. A true champion does what it takes to succeed. I saw a great quote yesterday; "You are not defeated when you lose. You are defeated when you quit." I couldn't agree more. ■

“Murray has been so close to Wimbledon before. A true champion does what it takes”



Kimberly Davis is the founder of Sarsaparilla Marketing.

**Contact:**  
sarsaparillamarketing.com