



# Sven Goran Eriksson

Former Manager of the England Football Team



## CSA CELEBRITY SPEAKERS

Sven Goran Eriksson is a Swedish football manager and former player with a reputation as one of the most progressive and most famous football coaches in the world. He is perhaps best known for his time as the manager of England, but he has also been the national coach for Mexico and Côte d'Ivoire, as well as, two clubs in England. He is currently the manager of Chinese Super League club Guangzhou R&F.

**"The Ice Cold Swede"**

### In detail

Sven made history in January 2001 when he became the first foreign coach of England; he was recruited by the FA from Lazio in February 2001 on a five-year contract. He improved England's FIFA World Ranking from 17th place in January 2001 to 5th place in July 2006, reaching 4th during the 2006 World Cup, and was rated by the FA as England's second most successful manager. He is the only England manager who has never failed to guide England to the last eight in a major tournament.

### What he offers you

Sven is a very accomplished speaker on topics such as man management, motivation and the philosophy of confidence and winning. He shares with audiences around the world the minds of footballers and looks at how to nurture them to condition them for sporting success.

### How he presents

Sven's considerable sporting and managerial experience, combined with his pleasing manner, informed approach and articulate delivery, make him a natural choice for personal appearances, motivational and after dinner speaking.

### Topics

Leadership  
Teamwork  
Motivation  
Management  
Philosophy of Confidence and Winning

### Languages

He presents in English.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Publications

#### 2013

Forthcoming November Sven: My Story

#### 2003

Sven - Goran Eriksson on Football 2003

#### 2003

Sven - Goran Eriksson on Soccer: The Inner Game - Improving Performance

#### 2002

Sven - Goran Eriksson on Management

#### 2001

Sven - Goran Eriksson on Football (with Willi Railo, Hakan Matson)