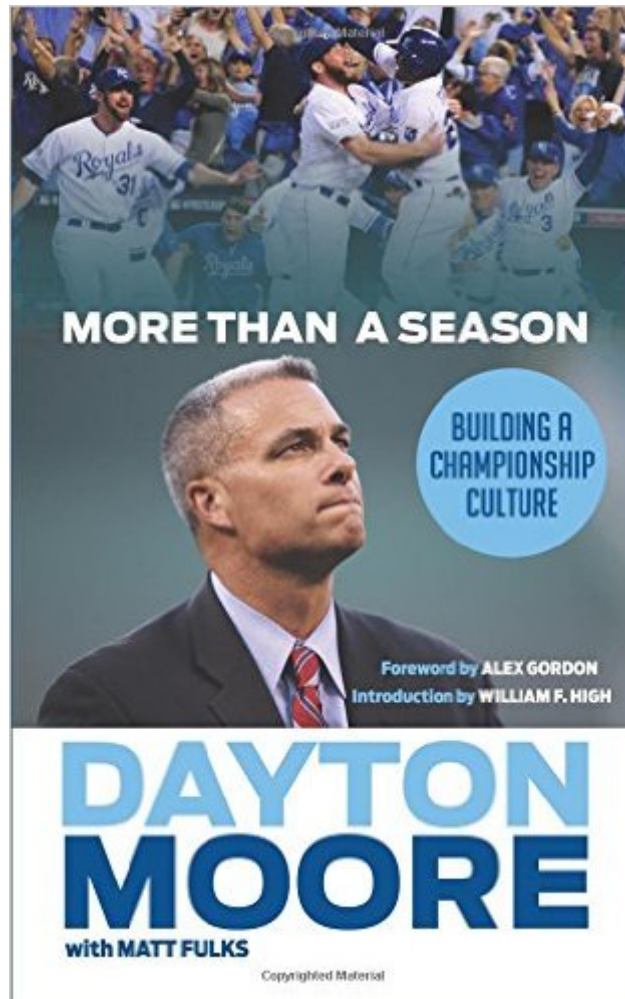


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# More Than A Season: Building A Championship Culture



## Synopsis

Provides a blueprint for becoming a champion, both on and off the field When Dayton Moore arrived in Kansas City in 2006, the Royals hardly resembled a contender. The general manager inherited a major league club that had just one winning season in the previous decade. Moore, a Kansas native who grew up as a Royals fan, implemented a plan to return the franchise to its glory years. Though not without a few bumps in the road, that plan came to fruition in 2014 as the Royals swept through the American League playoffs to take the pennant and returned the World Series to Kansas City. In *More Than a Season*, Moore shares how his faith and leadership principles guided his rebooting of the Royals. The general manager describes how he built one of baseball's best farm systems and international scouting departments out of nothing. He shares insight on how he persevered through six consecutive losing seasons and the critical response to controversial trades of Zack Greinke and Wil Myers-transactions that ultimately yielded the foundation of a champion. Full of never-before-told stories from inside the Royals organization *More Than a Season* features a foreword by star outfielder Alex Gordon and an introduction by William F. High, CEO of the National Christian Foundation Heartland.

## Book Information

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## Customer Reviews

This book is inspiring on many levels. As a Royals fan it gives a great picture into what goes into building a championship culture in a "small market", and how opposite it is from the instant gratification society we live in. It also struck me how Dayton refused to blame or use the "small market" as an excuse, and overall how his faith helped him to not focus on all the negatives even

when the product on the field was not progressing as hoped or even expected. As a businessperson it provides great principles on how to be a part of an organization and build a great team within that structure. And as a father/parent it gives great insight into how important it is to remember our main priorities and to never lose sight of that. This book has inspired me to be a better father and a better teammate. Thanks Dayton and Matt. And Go Royals!

First, I am a Royals fan! I routed for the teams back in the 80's and follow them even closer today. Reading this book about the business of building today's team into the winners they are is inspiring and illuminating.

This is a deceptively comprehensive book. It not only covers Dayton Moore's strategy for guiding the Royals to the World Series, but uses Kansas City as a parable for anyone interested in improving their organization or business. I was curious to see if it would really explain how to build a "championship culture", and I was not disappointed. Some of my notes about the book: On Leadership: You can't fool the players. They respect coaches who demonstrate that they care. On God: A servant of the Lord must be kind to everyone, teach and be patient with difficult people. (I'm not religious but this is a good reminder for everyone.) On Perseverance: The key to baseball is who manages failure the best. Because you're guaranteed to fail. On Helping Others: Don't push or sweet-talk your way to the top. Put yourself aside and help others get ahead. On Criticism: If you're motivated by praise you'll be defeated by criticism. Now, a couple things about this book. You should appreciate baseball enough to read the minutiae of scouting, front office management, 3rd base coaching, and so on. Secondly, another reviewer complained that this book spends a lot of time praising tons and tons of people. I don't view this as a bad thing. Rather, it suggests (to me) what a truly humble leader would do when chronicling success - which is to give all the praise to the team.

Solid book about a solid man! I think there is a lot to take away here for the average man, the businessman, the baseball man, or the Christian man. Also, definitely applicable for women too just got on a roll there with the original comments. I really appreciate his dedication to a franchise and a plan, and his willingness to endure hardship and emphasize integrity amidst his players and coaching staff. I also appreciate how he values every one on the team or in the Royals organization so highly. I am a yankee, but I've gotta say that this book makes me pull for the Royals just a bit more.

one doesn't need to like or even understand baseball to enjoy this book. it is filled with Christian

values which he applies to daily living while explaining his philosophy and his "travels" to his current position. an excellent easy read

Just started reading this and am excited to learn more about Dayton Moore's philosophies. My husband had the privilege of hearing him speak at a local church here in KC recently. Very impressed with his values - faith, family and professional. As die-hard KC Royals fans, we'll enjoy reading this and learning more about our great MLB team. NOTE: This product was a personal purchase for myself or a family member at the normal retail price. I also rely on honest customer reviews when I'm making purchase decisions, so I do NOT give positive reviews to products that don't deserve them. Please feel free to ask me any questions about this item, and I'll do my best to answer.

Dayton's dependence upon God comes through loud and clear. Yet, he clearly is very passionate about winning, and winning big. A very good read especially for Royals fans or those following baseball in a small market location.

I love this book. It isn't just a book about building the Royals (which was a fascinating accomplishment in itself). It is about building a culture of success that is applicable in business, non-profit, church, or really any organization. Moore has a handle on finding good people, setting goals, and building a team that works together for success. In his example, you can see a blueprint for how to lead effectively, remove obstacle, and win. Well done and congratulations on another great year with the championship. Well-deserved.

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