

TED LASSO

(Roy Kent, Rebecca Welton,
Leslie Higgins and the Gang)

on what it takes to
be an Optimistic
Super Recruiter!



Confirmed?
Ted Lasso...
coaching a
women's team?
Season 4 is about
to rewrite the rules.



“Sometimes, the hardest thing to do is just keep going.”

- Ted Lasso

A LETTER FROM TED

Alrighty, team! Its been a hot minute since we last had ourselves a little heart-to-heart, but boy, what a whirlwind of a year its been! I missed y'all like peanut butter misses jelly! You know that feeling deep in your gut when you're needed? Well, golly, I sure feel it, and I'm here to give y'all a big ol' dose of your favorite mustache-wearin', positive-thinkin' coach!

Now, let's talk about those big ol' elephants in the room. Mass layoffs stomping around, hiring freezes colder than a polar bear's toenails, tariffs causing market jitters, and AI changing the game faster than you can say "offside trap." Gee whiz, that's a lot to take in! But let's remember, this ain't our first rodeo. We've faced tough times before, and this is just another hurdle to leap over.

Challenges, folks, they're like storms. Sure, they're loud and messy, might mess up your hair for a bit, but they don't last forever. And when they clear? That sun's gonna shine brighter than ever!

I'm pretty excited about coaching a women's team this season. Talk about a fresh start! And that's exactly what you Super Recruiters need right now—a fresh perspective. Sometimes the market needs a breather before it comes back stronger.

We're not just here to survive—we're here to thrive! We're Super Recruiters! Not because of titles or capes, but because of our heart, hustle, and never-give-up spirit. So, lace up those boots, straighten those invisible capes, and let's tackle this mission with all the optimism we've got. The world of recruiting ain't ready for the magic we're about to bring!

Let's BELIEVE!

Ted Lasso



“I think things come into our lives to help us get from one place to a better one.”

-Ted Lasso

Super Recruiter Optimism: Embrace the Journey

Ted's wisdom teaches us that the challenges we face aren't roadblocks; they're stepping stones leading us to something better. For us Super Recruiters, every experience is like a friendly guide, helping us move from where we are today to where we'll be tomorrow.

Remember that every encounter and every situation is part of our grand adventure, pointing us toward the next opportunity. Just like the ol' saying goes, “Every person we meet and every challenge we face is here to lead us to the next chapter of our journey.” So, let's greet each challenge with curiosity and a belief in the bright future ahead!



“Don’t you dare settle for fine.”

-Roy Kent

Super Recruiter Optimism: **Thrive**

Roy’s mantra is all about commitment! So, in Roy style “You’re a F-ing Super Recruiter, and you deserve to feel like lightning’s just struck your profession!” Roy f-ing loves football because it makes him feel unbeatable. Don’t just coast—go after what makes you feel alive! When your F-ing Super Recruiter mojo is firing on all cylinders, you’re truly living.

Hold onto that passion like your life depends on it—because it does! Don’t settle for “fine”—shoot for the stars and chase what sets your soul on fire. Face everything with fierce enthusiasm and turn every obstacle into an opportunity. ROOOOOY KENT!

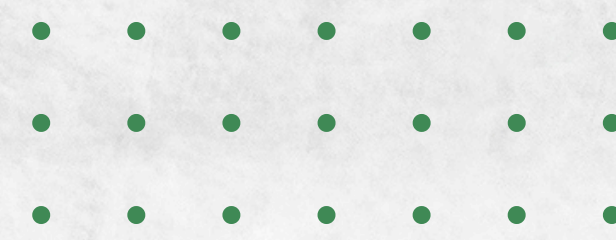
“You need to stop letting yesterday get
in the way of today.”

-Rebecca Welton

Super Recruiter Optimism: **Future-Conscious**

Rebecca wants you to remember that time waits for no one. Step back from the daily hustle and focus on the bigger picture. Her message is one you can't ignore, darlings. The TA landscape has evolved rapidly with AI, skills-based hiring, technology gaps, and other challenges that need your innovation and expertise.

As a Super Recruiter, embrace these moments with optimism and determination. Go out there and future-proof your business with the fierce, forward-thinking optimism that defines you!



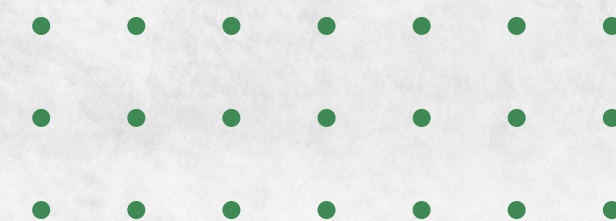
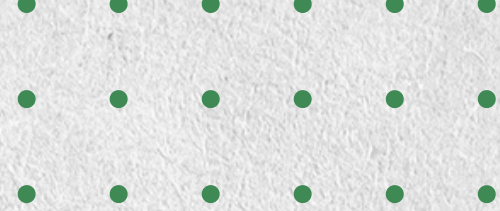
“I do believe in second chances. That’s why I’m still married, and all my sons are alive.”

-Leslie Higgins

Super Recruiter Optimism: Fresh Starts

Higgins firmly believes that the importance of embracing fresh starts cannot be overstated. In the constantly changing world of talent acquisition, being agile and adaptable is the key to success. What worked yesterday may not necessarily work tomorrow and having a second chance allows Super Recruiters to respond swiftly to changing market demands, talent trends, and business objectives.

Let’s adopt Higgins’ philosophy in our quest for greatness, ensuring we stay committed to adapting and welcoming fresh starts. By remaining open to change and approaching it with positivity, we can seize opportunities that may have otherwise been missed and navigate challenges with resilience!





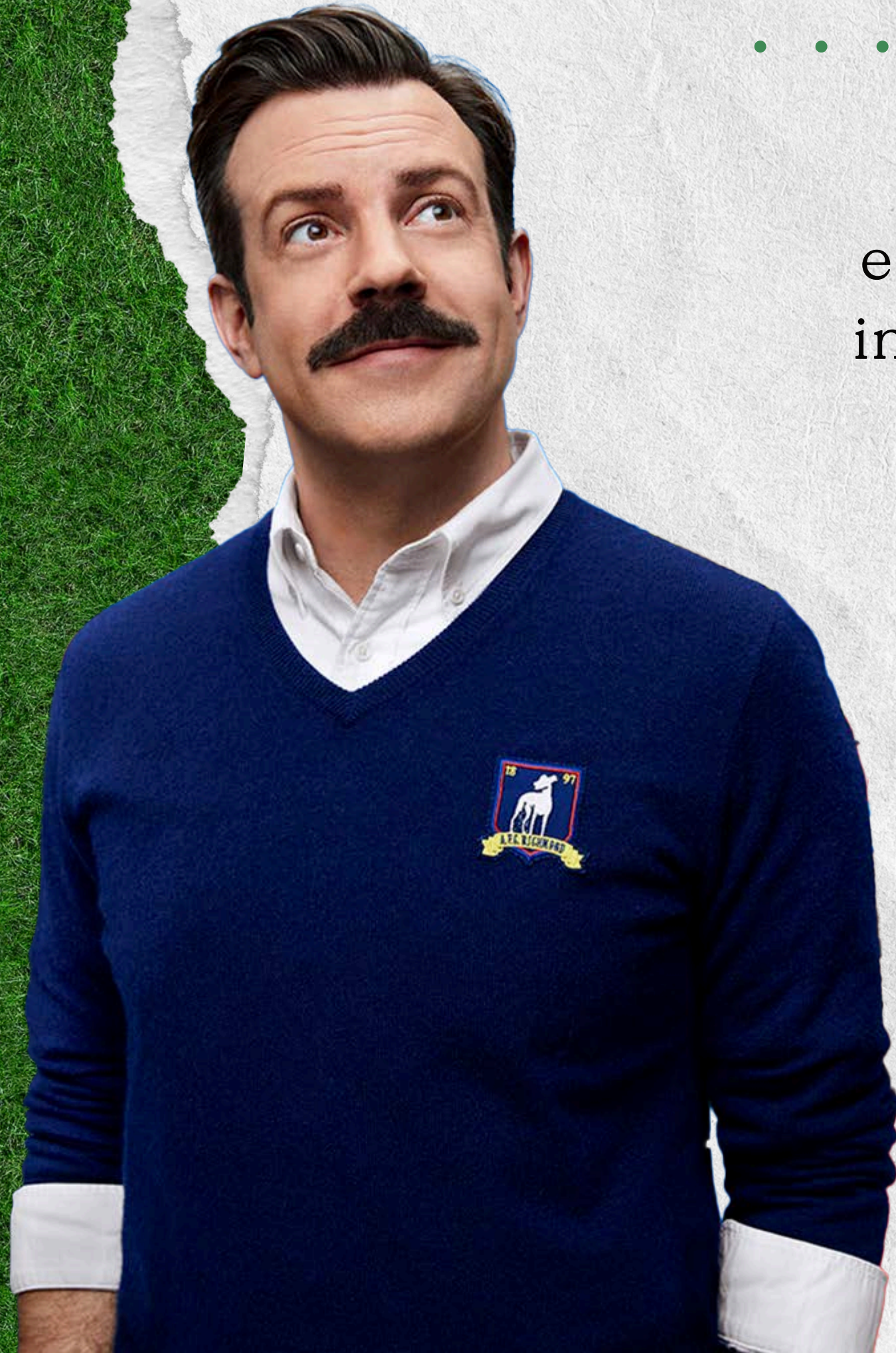
“You know what the happiest animal on earth is? It’s a goldfish. You know why? Its got a ten-second memory.”

-Ted Lasso

Super Recruiter Optimism: **Be a Goldfish**

Ted’s analogy of a goldfish is the perfect way of thinking for today’s market - having a short memory and moving on to the next play. In recruiting, it’s essential to maintain a positive attitude and not dwell on the setbacks or rejections that are an inevitable part of the process. Instead, keep moving forward and focus on finding the right candidate or the right technology for today’s changing environment.

By adopting a goldfish mentality, Super Recruiters can develop the resilience and mental toughness needed to succeed in the industry. Just as a goldfish quickly forgets past experiences, Super Recruiters should approach each new experience with a fresh perspective and remain optimistic about the possibilities.



“I feel like we fell out of a lucky tree, hit every branch on the way down, ended up in a pool full of cash and sour patch kids.”

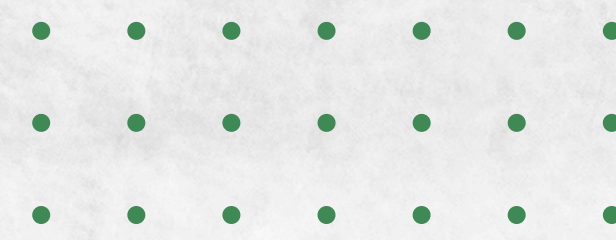
-Ted Lasso

Super Recruiter Optimism: Super Recruiters for Life

Alright folks, let's take a breather and regroup for a minute. Well, shoot, I'll tell ya what—life might have thrown us a few curveballs, but we're still standing strong! It's like we're all huddled up, strategizing for the next big play, ready to tackle whatever comes our way.

Now, its been a bit of a squeeze these past few years with the labor market being tighter than a pair of skinny jeans on a big fella, but here's the good news: that pressure's got folks working smarter, not just harder. And that, my friends, is what fuels our creativity and innovation. We're turning challenges into opportunities, and that's something to get excited about! We love what we do, and together, we are a force to be reckoned with!

Now, who's with me? Let's do this!



Believe Like Ted

Channel your inner Ted Lasso and sprinkle that belief dust all over! When you're rockin' that unwavering faith in your team's potential, you're not just a recruiter – you're a hype machine on steroids.

Express Like Roy

Time to unleash your inner Roy Kent! Forget the fluff and cut straight to the chase. As Roy evolved from grunting to actually using words, you too can level up your communication game. Remember, sometimes a well-placed F-bomb (use wisely!) can build more trust than a thousand corporate buzzwords.

Love Like Higgins

Embrace your inner Leslie Higgins and spread that love like it's free cheese at a wine tasting. Creating a workplace vibe that's warmer than a group hug? That's the Higgins way, baby!

Inspire Like Rebecca

Channel your inner Rebecca Welton and go from ice queen to dream queen! Transform that office into a motivation station. When you're radiating inspiration like Rebecca in boss mode, your team will be ready to conquer the world – or at least nail that next big hire.

Evolve Like Jamie

Time for a Jamie Tartt-style glow-up! Embrace change like it's the hottest new haircut. Remember, personal growth isn't just for plants – it's your ticket to becoming the recruitment GOAT.

Vibe Like Beard

Coach Beard's zen is your new secret weapon. When the hiring world goes bonkers, channel that Beard energy. Stay cooler than the other side of the pillow, and watch as your stress bounces off you like you're wearing an invisible shield of chill.

Encourage Like Keeley

Time to unleash your inner Keeley Jones! Boost spirits higher than Dani Rojas after a bicycle kick goal. Sprinkle compliments like confetti and watch your team's confidence soar. Remember, in the game of recruitment, a well-timed "You're killin' it!" can be as powerful as any strategy session.



JASON SUDEIKIS CONFIRMS TED LASSO WILL COACH A WOMEN'S TEAM IN SEASON 4

Believe again. Jason Sudeikis is officially donning his visor and whistle for a new chapter of Ted Lasso, and this time, he's taking his coaching talents to the women's league.

From AFC Richmond to Women's Football

Season 3 felt like a heartfelt conclusion for Ted's time with AFC Richmond, wrapping up many of the show's core storylines. But according to Sudeikis, the story isn't over yet. In Season 4, Ted will step into a leadership role with a women's team, marking a major pivot from his previous coaching gig in England's Premier League.

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