**Ted Lasso: being an effective manager is about clear goals and positive feedback, as the Apple TV series shows**

**Ted Lasso: lessons in leadership from the Apple TV series**

**What Ted Lasso can teach viewers about being a good manager**

Ted Lasso – the Apple TV comedy series' well-meaning, if bumbling, American coach of fictional English football team, Richmond FC – is known for his motivational speeches. Take this example from the first series:

*“Y'all played a heck of a game out there. We may not have won, but y'all definitely succeeded…I want you to be grateful that you're going through this sad moment with all these other folks. Because I promise you, there is something worse out there than being sad, and that is being alone and being sad. Ain't nobody in this room alone.”*

Ted is a good manager and an inspirational one, who always puts his team members' needs first. He comes off too optimistic and ambitious at times, but he’s generally very supportive of those around him. With the release of Ted Lasso’s third season, here’s a look at what makes Lasso an effective manager – and how his leadership style could possibly go wrong.

[An inspirational leader](https://www.sciencedirect.com/science/article/pii/S0148296318305253?casa_token=iPKFqSUshN4AAAAA:6OvXVQJTqz3E7FUIEofQ4QWEB9U1kxhotoT3bCObcgsO8L0LJd25WZCSEmxP6875l6aO7_mL) is someone who motivates others, develops their talent and offers opportunities for growth. They are passionate and willing to take risks if it means unlocking their team's untapped potentials and getting them to do better. The intent is not to put people under too much stress or pressure, but to push them out of their comfort zone.

But inspiring others is not an easy task. You must first earn people’s trust and respect, make them feel appreciated and promote a sense of togetherness. This means giving your team a strong sense of shared purpose so they can support each other, learn from one another and resolve conflicts quickly. For Ted Lasso, these qualities come naturally – a big reason why his team, Richmond FC, gets along so well.

Still, being a decent manager – and possibly a nice guy like Ted – shouldn't stop you from getting things done well. [Managers are more effective](https://journals.sagepub.com/doi/full/10.1177/0149206318816179) when they are able to stay focused, keep their eyes on the big picture and overcome obstacles as they arise, ultimately achieving success for themselves and those around them. Since performance is very important – especially during challenging times – good managers must take charge, be confident and remain ambitious.

This creates an interesting paradox. We live in a [rapidly changing world](https://journals.sagepub.com/doi/pdf/10.1525/cmr.2016.58.4.59?casa_token=Smc7toWn6usAAAAA:ruORVg0DEQeZBDcfW4GxGcqqD_Sik2tcIf30DTMhlIvbUZK_5H6IQPU-WATB9AM-C_ocycmNZFc) where businesses are cutting costs, dealing with stiff competition and adapting to new technologies. At the same time, people are taking extra jobs, working longer, and grappling with growing uncertainty about the future.

In this context, even good managers like Ted Lasso must choose between pursuing [bottom-line results](https://journals.sagepub.com/doi/abs/10.1177/01492063221094263) and protecting team members' wellbeing. Two important questions arise: Is high performance synonymous with working too much, too hard and under too much pressure? Can we really deliver ambitious targets without putting people's well-being at risk?

**The downsides of Ted Lasso’s management style**

Today, [there are growing concerns](https://journals.aom.org/doi/full/10.5465/amj.2017.1481) about increased work intensity – a measure of how much physical or mental effort a person puts into their job.

To illustrate, imagine always having to work longer hours and meet tight deadlines, with no time to get enough sleep or socialise with friends and family. Now also imagine staying at the same pay grade for several years, even if your workload has increased and you haven't had many opportunities to learn new skills.

[Research has linked](https://www.tandfonline.com/doi/full/10.1080/02678373.2022.2080778) high work intensity to dissatisfaction, poor wellbeing and mental health issues such as stress and anxiety. So, as a manager, do you keep asking your team to reach for better results, even if they are overworked and worried about their jobs?

What’s more, due to [high work intensity](https://onlinelibrary.wiley.com/doi/abs/10.1111/1748-8583.12238) team members may put a lot of pressure on each other to work harder than they normally would. They will monitor each other's work, hold themselves accountable to a high standard and scrutinise each other's actions or behaviours to see who is and isn't putting in their best. The atmosphere becomes more toxic and unfriendly, leading to anger, despair and frustration.

Ted Lasso faced similar challenges when he was first hired for the job, despite having little coaching experience and his boss doubting his ability to motivate a struggling soccer team. He prevailed by striking a good balance between high performance and team members' wellbeing. He communicates openly with his team, soliciting their input in decision-making and encouraging them to stay disciplined. At the same time, team members who perform poorly are given extra support, while those who performed well are inspired to do even better.

Throughout the show, Ted Lasso's character teaches an important lesson: being an effective manager is more than just delegating tasks and pushing people beyond their performance limits. It's about setting clear goals, leading by example, supporting your team and empowering them to deliver high-quality results.

Effective management is also about giving positive feedback, praising team members for a job well done and making them feel valued. If done right, team members will be happier, more satisfied and motivated to do a better job. They will work hard at their jobs and avoid doing anything that could damage the team's overall success. Moreover, the team will have a stronger sense of belonging, which is important for bringing out the best in everyone – something Richmond FC know well under Ted Lasso’s positive management.