

# Roni Schneider / an Interview

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Formerly head coach of the Israeli Women's National Soccer Team, Ron Schneider is founder and president of Star Consulting, a global athletic talent management company, based in Israel. Holding Pro level licenses in sports coaching and coaching education development, Mr. Schneider also has extensive international executive management experience with Cisco Systems, Intel, Bank Hapoalim, Polaros, Cadence Design System, and Gilat Communications.

Well connected in the sports world, he has personal and working relations with top sports organizations such as FIFA (Federation International de Football Association), UEFA (Union of European Football Associations), USA Sports for Israel, Maccabi World USA, NCAA (National Collegiate Athletic Association), NSCAA (National Soccer Coaches Association of America), and FFA.

### Q1. Life is about stories. Do you have a favorite story you use as an icebreaker?

I always bring the story of focus and determination – when I was 17, I made up my mind to go to the USA and get a scholarship to play soccer. At that time, I knew little about international soccer or college. So I wrote, then via letters, to get the communication and process going. It took me all through my army service to arrange my next step in life – three years in the mandatory Israeli army service to finally get my athletic scholarship to Adelphi University, study in the USA, and play at the college level. I not only played but also received an All American Athlete award. This is what you can say – pure dedication, focus, and determination – it is Me! A focused and challenge driven person.

### Q2. What are the top three characteristics that contributed to your success?

The three qualities are the following:

- Humble human being who always remembers where I came from and where I want to go.
- Honesty is above and over everything I do. To myself and my core family first, and to society as well.
- I am a Professional who knows what I don't know and always wants to expand my knowledge.

### Q3. What life-changing events or decisions have guided your career?

My decision to study in the USA back in the late 70's, my decision to join Intel in the mid 80's, my decision to explore my expertise as a leader and a coach – all are decisions that have influenced my career. I can say that I have helped thousands of people over the years to become better in their professions. I have changed their lives. I was instrumental in the way they developed.

### Q4. Tell us of any expressions your parents often repeated with you.

They have always said that I am always on the move. Sleep very little and always be ready to do more. And move on.

**Q5. What is the biggest misconception about how to achieve success?**

The biggest misconception is that “Everything will be OK.” Nothing is done by itself. I strongly believe that you need to gain more knowledge, more experience, and be ready to do things in order to achieve success, and more, so you can change yourself and your attitude – don’t try to change others. Try to influence them.

**Q6. What books have you read lately?**

I have read the book *In Pursuit of Excellence* (5th edition) by Dr. Terry Orlick, on how to win in sport and life through mental training.

**Q7. Imagine your phone rings, and it’s you from 10 years ago. If you only had a minute to talk, what would you say?**

Roni. You should have continued with your job as the Women’s National Team Head Coach because you are a real professional in the field. Coaching skills and leadership they do not teach in any school. You have that gifted qualifications in both – you could have been one of the top in the world.

**Q8. What elevator speech would you give children about success in life?**

Sport is a road to become better human being: Discipline. Structure. Team work. Goals to reach. Dealing with success and failure. Go for that young person.

**Q9. What would you like to see as your life’s legacy?**

I would like to see all those people I have mentored to become better coaches continue my ways of teaching the young generation how to be at their best. Stay humble and more so ready to know that knowledge is power, so they should drive to gain more knowledge and share knowledge as well.

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