

Jorge Mendes: The Super Agent



1) Discussion

- a) Who are some famous football agents?
 - b) Are there any famous agents in your country?
 - c) Can you name 2 players and their agent?
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2) Vocabulary

a) Match the vocabulary to the definition.

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|--------------------------------|--|
| 1) Inherent (noun) | a) To arrange or make a deal. |
| 2) To broker (verb) | b) To make different or special. |
| 3) To set apart (phrasal verb) | c) To develop or grow. |
| 4) Aspiration (noun) | d) A level or rank in an organization or system. |
| 5) To cultivate (verb) | e) A strong desire or goal. |
| 6) Echelon (noun) | f) Natural or built-in. |
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b) Complete the sentences with the vocabulary from exercise 2a.

Inherent

To Broker

To Set Apart

Aspiration

To Cultivate

Echelon

- 1) Mikel Arteta aims _____ a strong team spirit within Arsenal, fostering unity and determination.
- 2) John Terry's leadership and defensive skills _____ him _____ as one of the best defenders in the world.
- 3) Bayern Munich consistently perform at the highest _____ of European football.
- 4) Kevin De Bruyne's vision and passing ability are _____ attributes that make him vital for Manchester City.
- 5) Marcus Rashford has the _____ to become a legend at Manchester United and for England.
- 6) Mino Raiola helped _____ Zlatan Ibrahimović's move to AC Milan in 2020.



3) Quick Read - Read the article quickly and answer the question.

- a) What are Jorge Mendes' keys to his success?
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Jorge Mendes - Super Agent

Jorge Mendes, the illustrious Portuguese football agent, is a name synonymous with excellence in sports management. Born on January 7, 1966, in Lisbon, Mendes' journey to becoming one of the most powerful figures in football started far from the glitz and glamour of the sport's top echelons.

Mendes' early life was characterised by a strong work ethic and an inherent love for football. Despite aspirations of becoming a professional player, his playing career was cut short, leading him to pursue other avenues within the sport. He initially managed a video rental store and a nightclub, where his networking skills began to flourish. It was in these unconventional settings that he started building relationships that would later prove invaluable.

His entry into the world of football management came in the late 1990s when he brokered a deal for Portuguese goalkeeper Nuno Espírito Santo to join Deportivo La Coruña. This marked the beginning of Mendes' career as an agent. His knack for identifying talent and his relentless pursuit of success quickly set him apart in a competitive industry.

Mendes has represented some of the biggest names in football, including Cristiano Ronaldo, José Mourinho, and James Rodríguez. Under his guidance, Ronaldo has not only achieved unparalleled success on the field but also established himself as a global brand. Mendes' influence extends beyond player transfers; he is known for his strategic career planning and marketing acumen, ensuring his clients maximise their potential both on and off the pitch.

One of the key factors behind Mendes' success is his ability to build close, trusting relationships with his players. He takes a personalised approach, understanding the individual needs and aspirations of each client. His availability and commitment to their careers create a sense of loyalty and mutual respect. Mendes is often seen as a father figure, providing not just professional guidance but also personal support.



In essence, Jorge Mendes' rise from a small-time entrepreneur to a footballing powerhouse is a testament to his vision, dedication, and exceptional interpersonal skills. His ability to cultivate deep relationships with his clients has cemented his reputation as one of the most influential agents in the history of football.

4) Discussion

- a) What are your thoughts on Jorge Mendes?
- b) Why do you think he is such a good agent?
- c) Create a Jorge Mendes team on the next page.



- **Goalkeepers**

- Ederson
- Diogo Costa
- Andriy Lunin

- **Defenders**

- Rúben Dias
- Leny Yoro
- António Silva
- Alejandro Balde
- Rayan Aït-Nouri
- João Cancelo
- João Mário
- Néilson Semedo

- **Midfielders**

- Bernardo Silva
- Warren Zaire-Emery
- João Neves
- Vitorinha
- Manuel Ugarte
- Rúben Neves
- Fabinho
- Fábio Vieira

- **Attackers**

- Darwin Núñez
- Pedro Neto
- Gonçalo Ramos
- Bradley Barcola
- Diogo Jota
- João Félix
- Cristiano Ronaldo

