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More Than a Season: Building a Championship Culture

Dayton Moore, Matt Fulks, Alex Gordon, Ned Yost

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More Than a Season: Building a Championship Culture Dayton Moore, Matt Fulks, Alex Gordon, Ned Yost
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 and 2015, as the Royals reached the World Series both years and were corned 2015 World Series champions. 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 of out 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 an introduction by William F. High, CEO of the National Christian Foundation Heartland. This updated edition features an all-new prologue and an additional chapter celebrating the 2015 World Series championship season.

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