

# WHY THE LEAFS SUCK AND STILL MAKE THE MOST MONEY IN THE NHL

## Executive Summary

This past hockey season, the Toronto Maple Leafs started on a strong performance until February. The team suffered a series of losses in March, including an eight-game losing streak at the end of the season that made them unable to qualify for the playoffs. In fact, this is old news to many of its fans in Toronto, as the Leafs only qualified once for the playoffs since the 2004/2005 NHL lockout, which was in the 2012/2013 season. However, when asked about hockey in Toronto, most people would fervently respond that they are loyal supporters of the Toronto Maple Leafs. At the same time, people complain that tickets are always sold out and very pricey.

Therefore, **why do the Toronto Maple Leafs have poor performance on ice for the past ten seasons and are still the most profitable team in the NHL?**

We analyzed various aspects of the Maple Leafs from its organization culture, decision-making processes, past owners, GMs, and coaches that ran the organization, and fan relations. We also explored the book titled *Why the Leafs Suck and How They Can Be Fixed* written by Alan Strachan to learn all the details and anecdotes of the Maple Leafs. We came up with several key takeaways that can help the Maple Leafs to improve its performance both on and off the ice. The most important one is shifting the management goal from generating more revenue to winning more games. Other takeaways are hiring the right GMs and coaches to run the team, having open communication channels between coaches and players, and improving fan relations by lowering ticket prices.

In short, we believe that the root cause of the problem comes from the top of the organization, which is the management level. If the management has the wrong goals, is incompetent to manage a professional hockey team, and is driven by earning revenue instead of winning games, then naturally the result is poor playing records, conflict between the management and players, and bad fan relations.