

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

In May 26th you did a famous tweet. I'll speak soon with no filter
You ready to speak? 100%
Ivan Tony! Ivan Tony! Ivan Tony handed an eight-month ban. Seismic news for the Premier League Football is brutal, like 15 being rejected at Leicester, 18
I got to Wolves, got a squad number, took the pictures. I don't know where the club said and I'm not looking to sign you no more
You have scoliosis in your back. It hasn't affected your game
Tony! Ivan Tony! I don't feel like it. It's hard work beats talent when talent is a work card. I'm a bit different
Ivan Tony has won his first England call-up. You missed out on the final World Cup squad. Do you know why?
Allegations, somebody's out to get me to stop me from playing for England
Ivan Tony has been suspended for eight months with reaching betting rules. I read the whole FA report
You acknowledged that you lied in that meeting with the FA. I didn't lie. I just couldn't really remember. You admit to 232 breaches
I didn't do, but I took responsibility so the whole process could get cleared up
But the bit that I just struggle with is that using someone else to do the bets you'd said to your mate I can't have that one in my name. Bets for your team to lose. It's a bigger story
What impact was it having on your life? With me, I'd never show nothing. I'm not sure how much it's been times
I've just, I'm in a room and I'm on my own looking to thin air and just
It hurt
When I'm back, I'll do the talking my feet. I'm gonna get back to football. Clubs are gonna come knocking
The next club I'll go to, if I was to move, it would be
Quick one before this episode starts, about 75% of people that listen to this podcast on audio platforms Spotify and Apple
Haven't yet hit the follow button. If I could ask a favour from you, if you've ever enjoyed this podcast Please could you just go and hit that follow button on your app?
It helps this show more than I could possibly say and the bigger the show gets the better the guests get
Thank you and enjoy this conversation
I always believe that to understand a person you have to understand their earliest years
I kind of see our earliest years as the like oven that we're
Formed in so far if if you take me back to your earliest years, what do I need to know about you to understand the man
You are today. What were the characteristics of that environment that shaped you?
Just out the front of where I live is like on the front is a park
And like the older guys would just be out the front playing and
That's me at like seven eight trying to get involved and these guys are like 15 16 and
They're all playing rough no matter if you're
Eight nine ten trying to play with us play with them. They're gonna be rough. So that kind of helped

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

me
Into today's game how I am now
Progress a lot quicker. I like even when I was like 16 breaking through at Northampton
I kind of had that bashing around at a young age by the older guys
So being 16 getting bashed around by men. Let's say
I was kind of like used to it
What about hard work? What was your were you a hard-working man at that age?
In terms of running and I never liked running
I was always the lazy one at the back of the at the back of the group because I knew when it's time
to get on the pitch
our school goals
But like we all know
Hard work beats talent when talent is a work hard. So it's like kind of like
If you've got the talent and you can work on the hard work and put them both together then
You give yourself the best chance of becoming
our top athlete and you and you put the work in to improve that part of your game and attitude
Yeah, I had to because I was with when I was training like when I was at Leicester
I got told I wasn't getting a scholarship there
So then I went to I didn't really want to
Play football as much because being rejected at Leicester. It's kind of like
Okay, let me just chill for now. But then like my parents just like
Go to go to Northampton because that was a game that we played Northampton when I was at
Leicester
And then I think Northampton said if anybody gets released
from them
Let us know
I think Leicester must have put me in touch with Northampton. I was kind of like
I'm really narrowing about going but then I ended up going and it was kind of like
Everybody's playing for scholarship
And then it was like on the last day
Everybody already knows they're getting a scholarship and I was the only one
That wasn't told
So everybody's in the dressing room talking. Ah, you've got scholarship scholarship
I'm there still on trial thinking when am I getting told and it wasn't till
The next morning on the meeting like the first meeting of all the scholarship players
Joined up. I got a phone call and said
He's got a scholarship. We'd like him to come down and
I think that point was kind of like
Okay, I've got a scholarship. There's my chance now
But there was a moment there where you were because of the rejection from Leicester you were
considering
Doing something else with your life. Yeah, I feel like nobody likes rejection
like being rejected is not the best feeling and

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

it being like

Basically, you're not good enough to be playing football. I how I saw it. You're not good enough to be playing football

Even though it was just I'm not good enough for Leicester. I might be good enough somewhere else somebody else

Might value what my quality is a lot more than Leicester did

Hard to see that in the moment though, isn't it? It's a lot. Yeah, it's very hard. It's very hard and How old 16?

It's like 15 15. Yeah

It's kind of like

You don't want it. You don't really want that rejection again. It's like a kind of fear of getting that again

Then when I did like I said when I got the scholarship, I was new

It wasn't happening again

Because your journey through football just generally has been a real climb

You know, it's been a real real climb like and also reflect on the fact that most

So many kids at that age 16 years old

they get they get a rejection and

They don't bounce back from it. And if they don't make it to the very top they'll often take that badly and pursue a different career path, but

You rejected at 16

You persevered you got into the team at Northampton. You made a good

Good impression there and then eventually you end up at Newcastle at what 19?

18 18 years old. How was that experience?

It was crazy

first time away from home at such a young age 18 is like

And as well you thought you was a man like from league two

those talks of you going to a Premier League team and like

I

Would never in the Northampton changing feel like

I was a man like there was talks going on, but nothing's done until it's done

So it's kind of like

Actually before I was going to Newcastle. I was supposed to go to Wolves, right?

But I like I've got there. I got to Wolves

um

I've met everybody when in the changing rooms got my number on

I took the pictures

And they come to the contract side

And then I think there was a bit of

talk with my agent and the club

On certain things and then it related back to us and I was all just confused me and my family didn't know what was going on and then

I don't know where the club come out and said, um

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

We're not looking to sign, you know more
Due to you having scoliosis in your back
So we just think it was so confused from
getting a squad number
meeting all the players meeting all the staff and then for them to come out and say
Your scoliosis in your in your back. We wasn't we're not looking to sign you. It's kind of like
Is that really the reason is there more behind it?
but then
Be from going having to go back to northampton like I've said my goodbyes at northampton
And I'm supposed to be gonna sign in the Wolves then the next day I'm back in northampton and
training with the boys
Everybody's like what's happening and the manager sat me down and said listen
Don't dwell on that. I'm sure other things will come in come into place and
I think a few weeks later new cars were interested and
I went there
Scoliosis in your back. What is scoliosis and were they aware that you had scoliosis?
I feel like they was aware because before
we set up to see a specialist
because they they I feel like
They wanted to know what was going on. How bad it was because I think certain scoliosis
It stops you from walking at a certain age and just gets worse and worse, but
I feel like
I hope we did see a specialist. He said you'd be lucky to be walking at 28 still
Really?
And then I was just
Like it doesn't really register like you think at the time at 18. I'm thinking well, I'm fine now. I'm I'm
enjoying football now
So it's that really register but being 27
Closer to 28 you kind of think well
I'm strong fitting healthy touch food continuously. So
What is scoliosis?
Where your back's not straight. It's like got a slight bend. Yeah, yeah bend
It hasn't affected your game. I don't feel like it has and yeah going back to moving to Newcastle. It's
like
Going from league two to Premier League
It's crazy
Like it seems off
Since I went there. I had no fancy you get recognized, but it's not crazy
And then going to their Newcastle. I'm in the hotel
Everybody's recognizing me straight away. It's like a crowd outside the hotel waiting to see me and
it's kind of like
At 18 this is all happening
So fast you're away from home as well away from home

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

A long way as well

What are you feeling when when Newcastle make that phone call and they they say they're interested in you and then you move there

What does it feel like as an 18 year old because I can only imagine

I was I was always playing football when I was younger. I was always hoping a little bit to be a footballer

I knew I wasn't good enough, but you know, I'm going with that whole got injured at 16

Yeah, it is crazy. It is crazy

This is so excited like

You want to tell everybody you want to say I'm going here tomorrow. Yeah, I'm going here. I'm going here

But with me how I am nothing's done till it's done. It's such you after the Wolves stuff

Yeah, like that was on the back of my mind. So I'm thinking right

It's waiting to it's all sorted then you can tell everyone when I'm so excited. I just want to tell

This person that person this is happening

So it's yeah, it was

It was crazy. My head was all over the place and thinking

I'm actually going to the Premier League like

I've made it. I'm here

But little did I know is

I far from made it

What happened

I feel like when you take that step

You get you get noticed more

You get more money

and just

just do silly things like

You get mixed in the wrong crowd going out here and there buying things you wouldn't normally buy

Just a bit naive

And so as well being away from

My family

Although they kept on telling me don't me do nothing silly

Look after your money this and that you kind of think okay, but they're not here to

Control what I've got hold of right now. I can spend it on this. I can spend on that

like you just do

Things like I said things you never normally do like we're getting personal shoppers to come to the house

and

Who do I think I am go to the shop and buy yourself stuff you want to do that

So it's like these kind of things

but

Yeah, I think it

Didn't come at me fast. I wouldn't say that I'd say just like a surprise kind of thing like

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Like I said, I thought I'd made it so whatever happens. I'm fine. I'm in the Premier League
What was the advice that you needed at that point that you didn't get
Like if you could go back now and have a chat with Ivan and say listen, bro
You arrive at Newcastle that day and you get a chance just to say a couple of things to him. What do
you say?
I'll sit down and have a long chat with him
It'll be a long chat
Now I think I just say like
This is where the hard work starts. It's not finished. You're not you can't pull it on cruise control
You gotta go that extra gear
Like yeah, I'm at a Premier League club, but I haven't played yet
I'm not got continuous games under my belt to be saying. Okay. I'm a Premier League player now
So it's like
I'd say to yeah younger Ivan or anybody that's in that situation going doing such a big jump
To say that's when the hard work starts. Were you in cruise control? Do you think?
Yeah, yeah, if I even was moving I probably put a handbrake on
Yeah, I just thought I'm Premier League now
As well you've seen all the big boys like literally
training there
It's like, you know, I'm here now
And you played two games before they loaned you out. Yeah, I come off the bench
Twice against united and Chelsea
And then you went on quite a long loan spell
Barnsley, Shrewsbury, Wiggins, Gunthorpe
When you find out you're getting loaned out, how'd you receive that as a player?
I've always wondered this when you're a young player in the club, you're in the Premier League
because I think there's a lot about Manchester United
As a big fan, we always loan out our like younger lads and I wonder how how that's
positioned to you as a player and how you receive it
It's not the best feeling okay, because at the time it's kind of like
What do you know, I'm here like
I'm here now you want to send me away like yeah, and you got the personal shopper coming over. So
yeah, yeah
I need to sort some things out to me
You can't be in Shrewsbury. Yeah, I don't be gonna travel that far
But now yeah, I feel like like it's at that age. You don't really think
What you're gonna learn for I mean first team experiences
This is probably the best at that age as well
and like knowing like because I feel like no disrespect to
youth team football is cool
like tick attacker pretty football then going to
League one like I said
on loan

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

You're gonna get bashed around so you need to be ready for that physical battle
and I feel like going online definitely
Helped me looking back now. It helped me a lot, but at the time I was thinking I don't need to go on loan
I'm ready to be
playing in the Premier League
I feel like from young I've always had that
That my dad always told me no matter where you are if you have that mentality that you're a Premier League player
But at the moment you're just on League one. That's fine. But if you don't have that mentality that I'm a Premier League player, so I don't need to try here then
It's not gonna work out. So it doesn't matter where you are if you have the mentality I should be playing in the Premier League, but right now I'm playing here. That's fine
And I feel like you you go you go
a long way to the where I am now
I'm coming to play and
that bit of advice
that my dad gave me was
was very key
When you went off on loan
They say okay, you're leaving Newcastle now. Does that take you out of cruise control and into light where I got something to prove again?
It should it should have
But it didn't it didn't really because I always believed that
no matter what happened where I went
I'm going back to Newcastle
So no matter if I played didn't play at all or played rubbish
I'm going back to Newcastle
Back to the Premier League
But not knowing the effects that could have or it did have in the end
even though
I think all the clubs I went to
bar one
I left Topgall scorer
but
it was like
I could have
Looking back. I feel like I could have went that extra step further
You had a good spell as well
scum poop united
six goals and 15 appearances
Showed a huge promise while you're on your loan spells as a prolific goals scorer

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

and then at 22 years old you transferred to Peter Bray United
After failing to secure a regular place at Newcastle
now that
that must have
been an interesting moment because that's kind of like another knockback in it
It goes back to like Leicester the Leicester rejection and stuff. That's like another
step down you've made it to the Prem
and now you've got
Got to take a step down
Yeah, it was a must not actually not I wouldn't say massive not not back. It wasn't not back
but it was kind of like
Maybe a knockback I needed at the time
because
Like I remember sitting down with my dad and my agent at the time and saying listen
Like me and my dad are the brutal whoever we work with we want the we want the honest
honest truth
No matter if they say
We don't want him. He's not good enough for us. I'd rather my agent tell me that
But how the relationship was that the agent with my agent at the time
He kind of sugarcoat things right so
Me and my dad kind of had to get
Out of him. What did the club say?
Like just tell us be honest and his words were
The club don't think you're good enough already at the time at this moment in time
So it's kind of like in my head. It was like, okay fine. No problem. It's time for me to go elsewhere
Then regroup and restart. It wasn't like I was too old
It was just
Just a knockback and set back that
like I said at the time probably needed to
Kickstart my journey again. Do you think Newcastle were right in saying that?
Um possibly like don't get me wrong. Newcastle great club. They had some they've had some great
players and doing very well at the moment, but I feel like
I didn't really have
a chance in the first team
To prove if I was good good enough
I feel personally anyway, I know to be fair at the time was
a Newcastle fighting to stay
stay up
In the Premier League my raffle being his first come in. Oh, yeah
That was kind of understandable you wanted
these players uh
try and keep them up
We wanted experience and stuff more than like to be given

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Youth younger players a chance and stuff. Is that what you're saying?

Yeah, I feel like I mean you can't really put so much responsibility on youth players or young players

Keep you up in the Premier League. It's it's such a big ask, but

I feel like maybe the following season it was kind of like

Could he get a sniff and I think he kind of brought his own players in

And then his own own thing which is that's football

So if you go to peter bra, um, you're closer to your family at this point. Yeah, which helps closer.

Yeah

My mommy's boy at heart, so I leave my mom around

Close and did it change your attitude moving to peter bra on like this whole cruise control thing?

Yeah, it did and especially when I went to first went to peter bra

I wasn't playing at the first

I'd say 10 games

The strikers out in front of me was scoring every game

assisting playing well

but the manager at the time Steve Evans

was just saying

Don't worry your chance will come and when your chance comes it's up to you to take it

And your chance came

Yeah, and then took it. Oh, yeah, 100% took it. You scored 24 goals in 32 league one games at peter bra

Which is insane

Yeah, I feel like yeah, like

Well, like the

Competition is all over the field, but especially as as a striker you need to

Your job to score goals and especially when the other two are scoring goals

if you get at one sniff and

You don't score you're back out again, and it gives him another opportunity

The director of football at peter bra said you are an incredibly hard worker

He also said you were their best defender because you headed away nine out of ten corners

I feel like yeah them games I can add a magnet on my head that I was just

Of bringing the ball towards you, but yeah, and I think

The hard work as well like when I'm loves by manager, I feel like and a club I feel like

It's in me to want to give back I want to do a lot of things

For like run for a brick wall for the manager. That's wanting me in this position

Did they become like proxy father figures to you in that regard because you're clearly a man that's close to your father

Did they kind of you know what I'm saying is that is it a similar relationship like a where you want to do them proud

Yeah, a hundred percent

and especially when I signed like

With when I first signed at peter where we see bevons like the first time he spoke to me

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

He just it was like a friend like a normal chat
Even though you got the respect as a manager, but he was saying listen. I want you to come in score goals
And go go go go a hail like the goal you score for us benefits you and us because we're gonna go higher
And you're gonna go higher so it's a win-win
and I think
Him putting an arm around me at that time
knowing
I've come from a family club
And saying it's not really a knockback
This is where you kick kick started your journey again
Having that I think definitely helped me
And didn't you have I read somewhere that you had a agreement with them like a verbal agreement that if a bigger club came knocking
They wouldn't stand in your way peter bra
That probably was a verbal agreement, but if anybody knows the peter bra
peter bra stuff
and the owners and they probably have different ideas, but
I mean that yeah, I guess when I did go that was the right timing like
Every every player thinks when there's a move on the cars you want to try and rush it through and
If things aren't right
Then they're not right for a reason like you can't rush
Good things good things aren't rush
I think at the time there was a chance I could have went to somewhere
I try and rush it through and it was like don't worry. I really so there was offers from other clubs
There was offers from other clubs. Yeah, but big clubs
Um big ish at the time. Okay championship clubs. Yeah championship clubs and he was saying
Just just be patient you're gonna get a better better club and I'm just there like
Not kicking my not throwing my toys at the front just be like well, it's just a chance to move now
Who's to know what can happen blah blah and then I ended up staying and
and I went to brimford, which was
Probably the best
choice in the end
And around this time, I mean just before then 21 years old you become a father for the first time.
Yeah
I mean, that's that's as well what
helps me
kicks out my journey as well because I feel like
I've got people to provide for
um
I have expensive taste as well. So it's either
choosing my expensive taste or my family so

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

if I could
school goals and
Help both then is perfect. So I think that's what helped me pick things up and
How to provide for people
Does that focus you because I'm not a dad yet, but it's around the corner for me. I'm sure
um, does that focus your priorities in a sense like
Does it make because I speak to my my mates who have all had kids and they almost
Describe that moment when their baby first comes
They kind of see the world differently and they're like responsibilities differently and stuff
100% 100% like you can't do the things you normally do
You have to think
baby first
In all aspects. Did it make your game better? 100. Yeah. Really? Yeah, 100% definitely. How?
It's like I want to make him proud. So when he's older
That's my dad. He's done this. He's doing this. This is this
So it's kind of like a pride thing as well as
wanting to do well
for my family and
Have a better better lifestyle for everybody not just me and my
People are provided for when do you find out that Brentford are interested?
It was actually training at St. George's Park
Yeah with Peterborough
and I was talks of
Going here there and I was kind of like
I'm gonna know him just like yeah when it's when it's something concrete and
Let me know
Right now. I just want to focus on training hard
because it's easy to
If you let us stray when this club's interested in you this club's interested yet you hear loads of
things
but then
Nothing's concrete like
It's all well and good
These are looking at you. These are looking at you. But at least I'm not a kid no more
When they want me and put a bid in then we can start talking
where's
Hearing they're interested. What does that mean? That doesn't mean nothing
Like everybody could be interested but nobody wants you
so when
Brentford come along and they were they was interested and actually put a bid in that's good. It's
like, okay
I spoke to the manager and he kind of
Was straightforward and said you're gonna come in and be the main man

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

We want you to be starting every game and school goals and do your job then Either take us up or go to a go to a higher club So you get that call from Brentford they put a bid in you speak to the manager Thomas Frank yes, and Thomas says listen, you're gonna be our number one I think it was a no-brainer. I think I did speak to other clubs Um, I went up actually I went up to rangers. Oh nice spoke with uh the manager there Which is Steven Gerrard at the time And I'm just united. Did you speak to uh? Yeah, they said I wasn't good enough I was gonna say, I'm not f**king calling that out Now yeah, I went to um, I went to rangers. We spoke a bit but then they said I was like Two I think there was two strikers at the time And then I was looking to get another one in so it would have been like four strikers I think and I think the formation they played majority of the time one striker at top So you would have been like third choice or something. Yeah, something like this But and then uh, we went to Celtic we spoke to Celtic And I think it was like the same there. I'm one of three strikers or something like this and I think At the time When it was I was moving I wanted to be like the main guy Like I think the crucial thing for me is playing games Even though I back myself on competing with other strikers, but I want to be know that when I go in First first look through the door on the main man up front and it's up to me to keep my position And I feel that when I went to what one I spoke to the manager at Brentford. He pretty much Said you're the main guy And I don't see nobody taking your spot So you make sure you produce producer goods and it's yours really You you've worked a lot of clubs. Um You've played a lot of different clubs Brentford are special They're really really special because they are based on their resources. They are objectively overachieving in a really really significant way. Um What is it about Brentford from your experience that is make what is that magic that they have? Hard work playing is simple hard work. Like we're not the best Technically gifted team. We have some magicians in the team, but other than that, it's just hard work I mean And we fear nobody we respect them. We don't fear them So when we go to let's say I'm filled away

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Or Chelsea away or these kind of games
We know they're probably on paper better than us got some big names and this and that but
If at the end of the day the main thing that wins games is
Hard work and a little bit of quality. I guess putting the ball in the back of the net
and I feel like
throughout the
Throughout the club, everybody knows what the manager wants
You have to you have to you have to be willing to run for your teammate plus your left plus your
right
And the fans and everybody and everybody knows the responsibility they have
On their shoulders when they step onto the pitch
So I think that's
That's probably what brought us to where and how well we're doing at the moment and even like
At the moment the team playing without me. I hear and
People say I reckon Brentford gonna be like this now. You're not playing this and that
And I'm thinking no, they're not gonna struggle because
They're the work card
And when you work card, you give yourself the best chance
of winning the game
And I know deep down Brentford will be fine with or without me
Well, you've played at a lot of clubs, right? So you can kind of compare and contrast
Is there anything else other than just that work ethic that you've noticed is just different at
Brentford?
So you've got super hard work. Is there anything else yet their approach to things or the strategy or
the way that they
I feel like they're together in this as well
How everybody's like
Everybody talks to everyone. I've been at clubs where it's like
A certain groups sit there certain groups sit there like everybody divided. It's like it's not that
Brentford everybody
Mixes with everybody and you got people of Spanish
Danish, which is majority club at the moment
English and everything and everybody just mixes together. So it's not like
Ah, let me wear my friends. Where shall I sit down at lunch? You just get your lunch
Sit down here. You talk with whoever
And the manager
That comes from him. I feel like he makes sure the togetherness and the humbleness
like there's no
Nobody at the club thinks
They're better than nobody
Like even last season I scored 20 goals. I wasn't the better nobody. I was the same
The person that doesn't really play too much
They're not less of a person than me. We're all the same. We're all

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

in it together

So I feel like

That comes from the manager and his philosophy at the club and how he wants things to be run

What are the things that you I often think with managers and CEOs and stuff like there's they have their like core

Principles which you just get bored of hearing because they say it over and over and over and over again

What are those things that he just repeats over and over and over again togetherness? Yeah

Humble. Yeah

an attitude

And I guess he polices that pretty yeah all the time. It's all over the club. It's all in the meetings

Which is

Probably why like I said

We do we're doing so well

as a club

and as a whole

whole unit

What's the what's the dressing room the training ground dressing room culture like?

I can ask this because I've spoken to so many players at united in particular

And especially in the third year is they always talk about the like the self-policing culture in the dressing room

You know like what's that like

Versus other clubs. Yeah, it's good. Like I said, it's yeah, it's good

There's other clubs. I've been at it's it's been good as well, but not

How it is in Brentford. I feel like Brentford is probably one of the best dressings I've been in

in terms of

Everybody knows their drill

Everyone knows their position. Everybody's helping others

Like everybody's just like the respect if something's on the floor tidy pick up pulling the like

Them kind of things is key if you want to be

achieving something big and I feel like

with that

In the changing room as well as in the gym or in the in the dinner hall

Is key and everybody's up for everybody. It's like one big family unit

26 years old you're named Brentford's player of the season

um

You scored 12 goals in the first Premier League season and then you scored 20 goals

In your second Premier League season finishing third in the golden boot rankings behind harland and harry cayne

That's big. Yeah

It is big is big, but sometimes I don't really

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

realize how big it is
Because sometimes at home I'm thinking
Yeah, but I'm not first in my head if you're not first you're last
then like my family say
Look who you're behind and look at the caliber of players that are playing in the Premier League and
you scored more than these guys
I'm always thinking yeah, but I could have scored more and you think it's going more than harland
What you got some of it's like 30 something 36. I mean not
I
Mean not more, but I look back on chances that should have been a go and I feel like
There probably is like 15 16 chances that I probably could have scored or should have scored
so if I was as clinical as harland was
Not to say I'll beat him, but
I could be
A lot higher than a lot higher than 20. England
England's football team
Sorry, I think I saw a post on your Instagram a couple of weeks ago about that being a huge dream
for you
To play for England. Yeah
I think
Everybody wants to play for England. Yeah
That's a kid just kicking the ball at the shed. I remember just screaming like
Gerard's name and the Lampard's name like when the monofil just
kicking and
like he said when that
Opportunity was around and I was in talks of it
It just didn't it didn't feel real
from being
I even from the fountain just playing out the front getting bashed around by the older lot to actually
Have a chance to play for England was
Something I would never have jumped off
You missed out on the final world cup squad
Um lots of circulating rumors about why
What do you know why?
um
I guess
I guess it comes down to
the allegations
On the betting scandal, but I feel like
personally, I felt like it was a bit of a
questionable time when they decided to bring it all out and then when they actually dealt with the
situation come the end of the season is kind of like
why would you bring out then

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

to
and then
punish me
at the end of the season
So they brought it so I guess you're saying that you suspect they brought it out at that time to
prevent you going to play for England
I assume so I'm to make it a bigger story
Okay
Personally, I don't know if it's true like how not to know what's
behind the scenes, but I feel like if you have somebody go into the world cup that's
It's supposed to be betting then it's kind of like a bigger story
What's the really I'm not very clued up on this whole FA thing so the FA
the England team
Play under the FA
Yeah, and the FA are also the sort of body that brought the charges against you. Yeah, so they
so
One might assume that they released the charges at that point because if they didn't then there
might be some
Ramifications on the England team or the perceptions of the England team or something. Yeah, I
assume so right like I'm not
too aware of all this stuff, but
I feel like it was a bit of a coincidence when they decided to bring it all out and then
They're having to be dealt with the punishment at the end of the season so far after it's kind of like
I mean, you know, well, I feel like yes, I'm banned now but
The biggest punishment for me was missing out on playing at the World Cup personally
I felt more hurt and
What's the word kind of like
Yeah, I just I just felt I felt down around the time
I felt like
Somebody's out to get me at that time to stop me from playing finger in my head. Like that's just
how I
Seen at the time. It's like
They want to punish me for this
missing out on England
The World Cup like that's everybody's dream to be playing at the World Cup
And then further down the line
banned me as well
it's kind of like
A double hit I feel
In a sense was like I said
If he was gonna do if he's gonna stop me from going to World Cup do it there and then and deal with
it
deal with the whole situation

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Rather than doing that
Missing out on the World Cup and then let me play the rest of the season
and then banning me off to the season
It's it does not affect my head to be fair anyway
When you start I felt down about it. What does that mean in real terms?
If I was a fly on the wall in your life when when that information came in that was probably more
Excuse me. That was probably like the lowest point
I
Was like with me. I never show nothing. I'm not sure I'm motion too tough
But I think that was probably the
lowest point I felt
Like you'd ask me about I
Yeah, he's what is
But that is what is is kind of like. I don't want to talk about it. Yeah damn
It hurt it did hurt
Do you cry
No, I don't feel like
Crying solves anything
Personally, that's my personal views. Everybody says
To me you need to show emotion and you can cry isn't this okay, but like
I feel like I've only cried once when I see
My nan cry
I'm losing my pap
I've seen her hurt as much as she was
Killed me inside
I didn't it was kind of like
I didn't cry cry, but it was like tears in my eyes coming down and it's kind of like
It was painful
Do you express your how you're feeling to anyone in your life at that point to your partner to your
family your mom your dad
When you when you find out that you're not going to play for England and they've sort
You know the groomers are out about this gambling situation. Do you tell anyone how you're actually
feeling?
Um, no, but people that know me know
my actions
And how that leads to how I'm feeling
Like I'd be a lot more like snappy about things
or I'll just be like
Like I can just be like there and someone be talking to me and it's not like really registering
but
My head's not really in the room kind of thing
and that people that know me know
like

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Something's up something's wrong. What was the reality of the situation? What was going on inside your head?

And how was it when you say down and you say that was the lowest point how what does that mean? in real terms

Um

I wouldn't say depressed as such

but it's kind of like

not far off that

If anything towards that direction but not completely

because like like still how I stay in my head it's like

next opportunity next next day another day is another day to

put things right and

try and be as positive as I can

Have you ever had anxiety?

Probably but

How I am

I don't let it

get to me as much

like I'd say

the loan spells

when when I'm on loan

I'm in a room on my own. There's been times I've just

literally sat there without the TV on just just sat there and just like

Chilling and just looking to sit there and just thinking about things

But I've never

Like I said, I've never like let nobody know how I'm feeling because how I am as a person

I feel like it eats it eats away at me, but I'm just always the smiley one

Always like I ask people at Brentford now

I'm the joy come on making sure everyone's fine

these kind of things

I think that's my kind of way of

beating my

Emotions if I see this person happy for me doing that

Then it kind of brings me up to make me happy kind of thing

Did you not speak to anyone like a professional about about this stuff because I always think when we bottle up our emotions

It's not like they go away

It's like almost like they they eat us up from inside and they they come out in other ways

Like you were saying snappiness or whatever or

you know

Surely there's someone around you that said you need to see someone

Yeah, that's yeah there was but as well me being stubborn is kind of like

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Nah, I'm fine. It's fine. Like I'll be right tomorrow. I'll be right later. I'll be right next week
I feel like I can speak to anybody in my family, but like my stubbornness just don't allow me to
I think a lot of men can relate to that, you know, yeah 100% I feel like I do need to get better at that
personally
In May 2026, uh, you did a famous tweet. Do you know the tweet I'm talking about? Yeah
I'll speak soon with no filter
You ready to speak um
And what what did that tweet mean?
That was just speak on everything really
But obviously when I done that it went crazy and then
My family just said listen
you don't need to talk
just
When you get on a pitch
let your feet do the talking
Like what's it damages done? You can't talk and
It's not going to help no situation
if anything could
not
Damage my reputation or my career, but
just make people think
Not that I care what people think is just
Could put in the words that who do you think he is?
That kind of thing, but it doesn't benefit no parties. What headspace were you and when you tweeted
that? Probably a reckless one. Really?
Yeah, how are you feeling?
thinking
I don't care attitude I'd say
Kind of a defense mechanism against pretty much. Yeah against everybody like even like little things
like
For the whole situation
Not not like my friends my friends my friends want to stick with better people I chill with all the time
But it's even like when I go
I don't know if just me thinking sort of things but it's like when I go certain places like
Maybe some people don't want to be associated with me in certain way of
Obviously because the media kind of thing and it's kind of like
Not killing that image, but it's kind of like between this guy. He's a match fixer
He's match fixing football
And I even like I'm at the time
when there was allegations
I wanted to go to a restaurant and I was like
No, you can't uh, we're not taking you
The restaurant a restaurant. I was like do you mean?

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

as I was because the allegations were not
Allowing you in or something like this
I was actually so confused
I was thinking for starters. It's allegations
And second with your restaurant. How can you not let somebody in due to bad press? That's what
they call it bad press
I was just baffled and even to like
My car insurance
They wouldn't ensure me due to
But the whole scandal
I was just like
a car insurance. They don't want me on their books because
Which was baffling
I read through the the whole
FA report
Many many pages. I think it was like 25 21 pages. I have it here
Just to understand the case better. Just so I made sure I didn't make any errors in my
observations, but there's no
I think there's actually a line in there where the commission say
they
Um, didn't believe you were doing any match fixing
As far from match fixing. Yeah, I wrote that down in my in my notes that
They concluded that you hadn't been match fixing or anything like that in their report
Um, so that that allegation from whoever said that the restaurant or whatever
Um, doesn't seem to have a basis in the report at all. I'm sure there was certain
articles on saying match fixing as well, which is
That's probably the media for you making it a big
Talking point
when the FA first contact you and
And they ask they make a request for information, don't they? So they want to know more
information. Yeah, this is dating back to
2022 I believe
When you get that first contact
How does that feel like your dad or your agent must have told you that the FA have been in touch
well, they wanted information from
as far back as
2015
so it was kind of like
I haven't got no
besides I haven't got a phone
That was I had back then to give you information
But I wanted to cooperate how I can to let you investigate what you want to investigate
And when I was when I the club actually pulled me into a room and they spoke to me and said

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

The FA been in touch with you match fixing this and that
They want to speak to you
And I said, okay, this is Brentford. This Brentford. Yeah, I said, okay, no problem like
Then he's like, have you done any bets?
Whilst whilst you've been at Brentford and have you been betting on football?
And I was like
No, I haven't I haven't done no
Bets that I've fixed in fixing foot much fixing football like it's like, okay. Well the the FA want to
speak to you
Don't delete nothing on your phone because there's a some like
They said they can get back old messages
Whatever they said. So I said no problem. I'm not I'm not deleting nothing
If they can go through what they want to go through
And then they called you in for an interview in May to 2022. Yeah
And they asked you all these questions again about what you've been involved in
With betting, etc. Yeah, and they asked me
certain things that happened like
seven eight years ago
And to the top of my head
So much information from it at one time
It's kind of like I actually can't remember I can't remember and there's
I think I was in there for like what
five hours
Five hours. Yeah
But at that time you you maintained to them that you're not betting on football. Yeah, and I was I
wasn't aware what
What that was what I was trying to get
You acknowledged later on that you you you basically lied in that meeting with the FA
I didn't lie. I just couldn't really remember what but what they was asking for at the time
I couldn't remember until they brought some things in front of me and it was kind of like
Okay, he's talking about my memory and we
Like I said, I cooperated with everything they wanted to do and we kind of
Spoke on it and I told them the truth about everything
One of the things people might find surprising is they they asked for your they asked for your mobile
phones and stuff
and then they like image your mobile phones to check like all the messages you've sent to people
Going back a long time on the on these phones to find out everything you've been said and also as
you said they
They asked you not to delete any messages, which you didn't from from what the commission said
um
But how does that feel when the FA asked for your mobile phone and they you know, they're going to
scan it
for everything it doesn't feel yeah, it's just kind of like

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

It's your privacy and they're like invading it. It's kind of like I've got something pitched on there. I won't want them to see like these kind of things so it's Pretty much like you have to go with what they're saying otherwise. I think like I think though You get a longer ban for not cooperating or something like this. So What what what can I do? You have to you want to take my phone take my phone and all your bank statements as well They also thought your bank statements, which you handed over as well um You handed over I believe multiple phones. No, just the one phone. I'll just the one phone. I thought there was a That there was some they said there was another phone, but There wasn't that was one phone I had that as well. And then eventually you admit to 232 breaches of their rules and the FA rule E8 Which is betting over five seasons from 25th of February 2017 debating up until January 21 Yes, I believe so and Like I said, there was people saying I was match-fixing but none of it was match-fixing It was just like I said before I was betting on myself to school first from I think this was a while back And it's kind of like that's not Like I'm not trying to not try and I'm still trying to do the right thing. It's not like I'm Smashing someone and getting a yellow card here then everywhere Yeah, and the report actually does say that it says that you weren't you weren't is the commission said that you weren't match-fixing Which is a completely different completely different thing They're making bets on like games that you're either you're playing in betting on yourself to school All betting on the team when you're not in the team, which is what from what I read which is what what happened Gambling and generally when did that start in your life? When did you start first gambling? um I think it's just kind of like as you're young. It's like a little flutter. They call it like even like the fair arcade kind of thing just Trying to win a little change or something or these kind of things. So I'd say like Around 15 If you have 15 that's such And it and it got progressively worse Or more intense. Yeah, I'd say the more money you get the more the higher the stakes go it's kind of like

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

I've I lose this is fine. This is coming next month
Was did you not realize you know throughout those sort of five years when you were betting a lot?
232 breaches that your relationship with betting was and healthy. I think on the on the
200 and was it 42 breaches like there was there was some bets in there that
Like I don't record making
But I was willing to take responsibility just to get the process
All over and done with because having that hovering over me and trying to concentrate my career is
not
Is not the best feeling far from the best feeling and add them. I don't well to finish on
20 goals with that hanging over me, but in terms of
thinking
Do you have a problem? It's kind of like you don't think of
If I lose this this is gonna happen
So it's like oh once I won this this distance and this can happen
And you never think of the negatives. You always think of the positives
And being on the money I was on which I thought was a lot of the time and it's kind of like
It's fine. I'll get there in the back end of the month
That's coming back this and this month. Oh, he owes me this is fine
What impact was it having on your life betting?
um
I feel like
It was just the impact it would have it was just waiting for payday, right?
Like the mile happens really much you went for payday
But you could spend your wage and then wait for payday spend your wage wait for payday
Yeah, but I'll pay and so everything I need to pay for first and then it's like I got this play of
Do that. It's fine
come soon
so it wasn't it wasn't like
Spend this money I should be given here or paying on this you took care of your I took care of what
needs to be careful and
in my head, it's kind of like
my money is my money but
I couldn't spend it how on her and
Yeah, pretty much pretty much like that. I've made my money
It's up to me. I want to spend it
One of the one of the things that was quite surprising is bets against bets for your team to lose when
you weren't playing in the team
The you you must you knew betting was wrong, right? Like you knew that as a footballer you weren't
allowed to bet
my knowledge of
Not my knowledge of betting on football though. I don't think I recall once
somebody coming in just giving
a talk on their experience betting not you can't bet on football

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

So it wasn't like I shouldn't be betting on this shouldn't be betting on that and I feel like I think the bets that were on my team To lose when I'm not playing. I think a few of the majority of those were Within the bets that I know About personally, I think I didn't didn't do what I still took responsibility of them for them so the whole process could It cleared up and you um, you don't know about some of these bets You're saying because you did them through somebody else Yeah, because and you did them through somebody else because you you knew you weren't allowed to right it wasn't through that I didn't knew I wasn't allowed to is that I didn't see one. I didn't want my parents seeing what I'm doing my money This was a point of contention in the in the documents the fa said, you know He's betting through somebody because he didn't want he didn't want the fa to find out You're saying you you bet through somebody else because your parents The mail was going to their house and you didn't want them opening up the post and seeing it. Yeah, that's right essentially That was a point. I mean the commission go go their own way on that um And then okay, so moving on from that There's there's all these aggravating factors in the in the document. Um, was he aware of the rules? I think you eventually admitted that you were aware aware of the rules in terms of not being able to bet on football um Going back to the days. I think at northampton. I think was it northampton? Um, one of your previous chat chat I think your previous chairman at the football club was thrown out because of a betting scandal and then you have a relative in your life that was also issued with a Breach of the FA rules for betting in 2007 as well So the commission concluded that you were aware of the rules and that you couldn't bet But you sort of counteract that by saying you didn't have I think it was it was kind of a gray area Right, like I think that was a time where Like I said, the the close I've been at They were like beginning of every season though I feel like that's that have somebody come in but not actually tell you what you kind of what you can't bet on What would that person say just like just his experiences on betting it's coming and say this is me betting this is and then

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

I've lost this much
I've come through this so
When if you think about betting don't do it. So it wasn't like
You can't be betting on football or you can't be betting on yeah, you can't be betting on football
It was just his experiences of going through gambling stage
Because so so you didn't know you could you couldn't bet as a player
No, I think it was a gray area some like you'd hear you can you hit it you can't
And then there's certain things you say you can't bet on
like
With me personally, I feel like it was a gray area
And you admitted in the the second aggravating factor was about knowing knowing whether you
Basically admitting to whether you were betting or not and in the interview with the commission
During the process you said that you had lied earlier on by saying I don't bet on football in an earlier
interview
um
But you know, that was one of the first interviews you had and you you'd responded. I don't bet on
football and yeah
That was an accurate. Yeah, that was when obviously they threw everything at me. I thought if I was
just denied then it's so fine
They wouldn't find nothing but then
Obviously they'd take your phone. Yeah, everything went through and then
Yeah, I'd made it to
I'd made it to what I done
In the f8 the fourth aggravating factor was whether the player sought to conceal his identity when
he set up his own betting account 2017
The commission didn't accept the f8 submission there
They didn't they didn't believe that you'd concealed it in that regard
Um, whether the player deleted messages issue number five commission concluded that there wasn't
evidence that you'd deleted any messages
They they I was accused of deleting messages. Yeah, that's right. Yeah by the f8 but the commission
said that
They didn't have substantial evidence for that. Yeah
Um kind of as I was told not to and you didn't delete nothing from the club
The commission couldn't find any evidence that you had deleted anything. So
Um, and then the the phone issue we've talked about already the last issue was around
whether
You had a gambling addiction and they brought out a psychologist called dr. Philip Hopley who
Looked you did interviews with you. Um, he's a highly qualified and experienced
Psychiatric expert according to the commission and he interviewed you on two
Occasions and he formed a clear opinion that you had a gambling addiction
And accordingly the commission accepted the findings of the doctor on this issue
And that's part of the reason that you were given a more lenient sentence
And because dr. Hopley said that you had an impulsive

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

compulsive disorder

Yeah, was that the first time you'd heard of gambling addiction?

Yeah

Through this process is tribunal. Yeah, because I feel like

It wouldn't be in me to bring myself forward to

Speak to one of these people

To see if I did have one

So it's kind of like like I said my stubbornness comes comes into play on this one. It's kind of like

Now I'm fine. I can stop when I want to stop

What did he explain did someone explain to you what a gambling addiction is since then?

A little bit. Yeah, we did speak

We did speak with dr. Hopley on

Around one addiction is but

It's kind of like

You don't allow

yourself to believe it

like

I feel like if you want to stop doing something I feel like people think in the head

I can stop if you want to but not knowing

Deep down you probably can't could you have stopped?

Probably

Yeah, it's I feel like it's

50 50

You could have stopped but I feel like the thrill on it is kind of like

What keeps you going

Because the FA that sort of counterpoint to that was that there was periods where you you didn't
you didn't gamble

So they would they were saying that to the commission that you know

It's not gambling addiction because there's parts of his journey where he's not gambling or he's
betting on other things for example

um

Do you still gamble now?

No

Anything no any betting at all look across any no

Has that required therapy or any sort of professional support? I think it's kind of

Being in the public eye if I was

It's really like going into these places and these kind of things

I think it's more the embarrassment

That is I still continue

like this kind of thing

So I wouldn't

allow myself and

Like you look back you I feel like you sit take a back seat and look at

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

All the money you've lost and what you could have went on and what and especially now having people to provide for
it's kind of like
You can't be spending that money on this it can go to to here or
Like just manage your money better how I look at things and how I look at
Me I would see that as
Being naive
We don't really get much information. Do we uh growing up about gambling?
Or really how to like how to spend our money or tax especially
I think about you guys as like young you know 20 year olds that I just you know playing football
And then you become millionaires because you get it
It's kind of different for like my pursuit because I'm building a business you have cfo
You have finance people around you you have controls budgets forecasts PNLs all this stuff
So, you know, you're surrounded by like money minds and brains around you when you're building a business
but being a young 20 year old millionaire
who
I'm presuming nobody gave you financial education
No, it's kind of like like you said. Yeah being having that much money at tender age. It's kind of like
What I do with it
and
I'm not a family that comes from money. So it's not like my parents could
Help me a lot with that. But they they they would have their say on certain things, but it's like
you kind of have to
try and just manage it yourself
and just
Assume doing this is the right thing
You don't know what you don't know
pretty much
The bit of this case that I that I was I was I found
difficult is that
Using someone else to do the bets because for me that's that points to like in that he did know
I think that's what people would think they'd look at that and go of course 100 conceal it
Because I'm thinking your mum your mum and dad ain't open your post at 27 years old like my mum
ain't gonna open my post
No, this was this is when I was away. Oh, you were like 20
Yeah, so I know my post to go to my parents and I feel like of course your parents want to be
knowing what's going on if you're getting this letter through that's you're not paying this or
Like I said seeing what you're spending your money on and I feel like because we're a tight family
my mum would worry about that
And there was actually times where she's opened it and she's kind of said some things about
And the FA had highlighted the text message you'd sent where you'd said to you've made I can't

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

have that one in my name

What was the app I gambled on on your phone this time from text messages that they'd found

That's the bit that I struggled with was I was like I wasn't sure there but

This chapter of your life has clearly been

a big

learning moment 100%

like

looking back on

what I've done what I changed some bits probably but

It is what it is and the manner I'm now continuing forward. It's kind of it is different to

What I was before do you take like when we think about responsibility for actions

What's what kind what responsibility do you take for all of this where you say listen?

This is this is what I take responsibility for here. Um, and this is also like

Going back to a question I asked earlier about like what do you wish someone had had said to you

When you first did that I don't know those those bets five five six seven years ago

Um, what's the responsibility you take and what's the what's the lesson you've taken from this process?

I think the responsibility I take was yeah, I was betting on myself to score first, which

Now you I know you shouldn't be doing which I take responsibility and I'll take

full responsibility for the punishment I'm getting now

So it would be kind of like

And I'm what I tell my younger self at around them kind of times. It's like

Manage your money, but I don't get mixed in the wrong crowd. I say and just just don't follow fashion

Have your own have your own mindset mind frame and

What you shouldn't shouldn't be doing or if you don't know look more into it

And if that's what you really want to do look more into it and what you can and can and can't do

It's interesting because when they were deliberating your your punishment

One of the things that came to mind is perception

And what it would admit what the perception it would send to the rest of the the game um

Do you think they they made an example of you

I feel so yeah

Do you think that's right?

I can't I don't think it's right now, but because you're a high-profile Premier League player

Obviously if if you get away with doing something like this this could other players low levels could also

Emulate it so they've got an opportunity here to send a message

100 and I feel like a lot of people think that

in terms of

If I know disrespect to lower leagues, but if I was

We actually we actually did look at some cases that was

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Some were similar some were worse
and their punishment wasn't
like how mine is
I think the fact they see opportunity the fact that I'm playing in the Premier League doing well
sniff around England
It's kind of like right this our chance to punish him then people know this is kind of
The punishment you look like if you want to do
What I don't it's funny because I was actually surprised to read that in the
The the analysis section of this document where it says the perception of the impact of football
betting on the integrity of the game
Is key a key consideration when deciding on your sanction
Which does kind of suggest that they're quite intentional in making sure that they make an example
of you
There are thereabouts in their words
And obviously you have a huge position of influence. So that's that's key
And then they submit their the FA suggested that that you get 12 months ban as a suspension
I believe and that was their final sanction. The Commission didn't accept that
Um, ordinarily the Commission would have imposed 50 15 months suspension. Had you not
pled guilty to the charges, which lowers your sanction and then also you've got another
Reduction in the sanction because of the findings from the doctor who found that you had a
gambling addiction
Which brought your sentence down to eight months
And you'll find 50 000 pounds
It's interesting because you know, I'm a huge football fan. So I want to see you play
And I you're on such a roll
Brentford are on such a roll. So like as a football fan, although you smashed United last year
Like it's so it's so good to see like a young black English striker
Tearing up the game at its peak. It's gutting to see you out of the game
it is
And I feel like like how I am and how people know how I stay
This is this is nothing. I know for a fact I'll come back stronger than this
I'm better than I was before like this is gives me the hunger again to
recharge and come back
On another another level like like I said before earlier
No time to dwell on things no time to dwell on things and it's like
Just when that first game comes and I can play then
It's not a ball game
It's on
When you found out you you've you've suspended for eight eight months
Oh, how did that feel what's that like? Um, because you know, you're in the peak of your powers
right now, right? Yeah, I know it's it's painful but
I feel like the hard part isn't kind of now
because right now I'll be playing

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

football matches

And I kind of be around the players and not the football ground and things like this and it's kind of like

I care that's what you want to do punish me from there, but

I feel like keep me away from the ground

if I wasn't as strong as I was

In my head that would break some people and I'd be talking about mental health and all these kind of things and

what's that kind of doing to

a player that's not allowed in the

environment even though you can't play games but

keeping away from the training ground

Knowing football's their life and that's all they've done from such a young age. How was that going to help them?

At all

Yeah, this is I completely agree with you

I think I think the sanction itself

Is important because it does send a message and I agree with that

But the bit that I just struggle with is the can't train at the club

and we know as you you point out there like

Mental health keep an active is such an important thing, especially if you've been playing football since you were a kid

And it's your purpose. It's what you know

So psychologically and physically there's a

Real strong case to keep your keep you active and I've seen a lot of people have their say on this

A lot of people think, you know, you could have trained at the ground and then use that time to

Educate young players on gambling that would have been useful

But to keep you out of the club not allow you to train and to kind of push you out on your own it seems

Hmm doesn't feel like it's smart. It doesn't it doesn't add up with what?

Like the things they push forward like

Like we say the whole football community's on big on mental health then

they're afraid go and do this and like

push me away from

Like might the whole football environment like by all means it's not

A place where I want people to feel sorry for me. Like that's the last thing

That's the last thing I want and me as a person people like know me would know

That's not what one thing I'm trying to achieve

But so that says what if somebody that's not as strong as me in the head

Happens to be going through this kind of situation and their punishment is they're not allowed at the training ground

Like that would break them like right now being not being around the training ground

It does help me but I just know when I'm at the training ground train harder

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Be ready for the game when I can play
but it's

Yeah, it's like I said, it's not a nice feeling and the whole purpose of
Not being allowed at the training ground is it's baffling to me. But do you have hard days still?

Yeah

Yeah, I feel like everybody has hard days

I mean like with through this process has there been days where

You're ups and you're downs and difficult days where you start

You have low moments because you are away from football the press is on top of you

Yeah, I feel like I have a

Hard hours hard two hours kind of things like in the mornings

I'd wake up. Ah can't be yesterday

but

Getting a shower get active

When you're there working

It's kind of like out your head as much as you don't want to do it

You've seen the long one that that time I didn't want to get up

Didn't want to do want to

Put the work in it's paying off now

Whereas if I'm

Saying I'll tomorrow

And then tomorrow comes I'll do it the next day

So you're still training. Yeah, I'm just yeah still keeping fit. So still doing my own thing

Working with a personal trainer. Yeah personal trainer, which is which is good and it's not like a
linear one

One that pushes me so

I feel like I'm not got it good, but I've got the best people around me to

Keep me fit and keep me going and like I said, my family is key

My family's the one that's the other better people that's helping me going as well and especially my
children

You're you're a mummies boy. Yep

Sometimes in these moments, it's it's difficult for us, but it's harder to watch the impact has on our
family, right?

Yeah, 100% I feel like

Like even when the whole thing

was it was like

those allegations and the people like

Going into my mum's work and just saying certain things and

I'd be at a petrol station

They scream certain things and I'll be with my family and my children

and people just be like

shouting dumb things out

just like

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Oh, you point it like shouting things out. You're putting it turning on to this game or these kind of things or just silly immature things and how I am I'm kind of hot headed but especially when family are involved and my children around it's kind of like It's it's hard for me not to when I say something called do something called these kind of things It's like going through that period Like it's hard and people that you wouldn't normally speak to or my parents or family wouldn't normally speak to Then pop up and just be like, ah something reviving So it's when the bad things come along how you want to talk and find out what's going on Whereas when I'm scoring goals or getting picked for England, you don't really want to say too much But that's life and that's how people are and we don't we don't miss them We see them We see the evil eyes so it's Has this process been um has it illuminated? Things for you in certain areas of your life certain people and some people that are there for you in stand, you know Because I don't even think about the gaffer. Thomas Frank. He's come to your defense multiple times Talking about how he disagrees with the way That it's been handled the the sanctions and he thinks that you should be able to train with the team and um Be out there educating young kids, etc. Etc. He disagrees with the the decision that the commission made not just himself Gareth Southgate as well. Gareth Southgate. Yeah, he did talk sport. Yeah. Yeah. I know I spoke to him as well But how does that feel and what does that mean to you? It feels good knowing I've got um Then behind me obviously the England manager and my club manager backing me 100 percent It feels good and it gives me a bit of extra strength to Make sure when I'm back I'm firing and Gives me that bit of hunger Not that I'm lacking it, but I feel like Extra boost to feel like Okay, it's on when I'm back kind of thing And the club standing by you in such a way

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Has that kind of cemented your loyalty a little bit to Brentford?

Yeah, I feel like like I said earlier

I want to manage in a club to like really want me and put their arm around me and I feel like throughout the whole situation

Brentford have done that

Like even even the players as well

Like I spoke to loads of them

They don't agree with it, but it is what it is

And and your mum

Yeah, she's like when I was like we're going back to the tweet when I said when I put that tweet out

She's the first person that rang me and messaged me and said listen. You don't need to do nothing

Just don't do no more. Please. I've been

Saying how she's been sick for she feels sick in her stomach for an hour or a long throughout the whole situation

And

Putting that out there. She's just thinking it's gonna

Damage me

Damage her and damage your family and things like this. So I just thought okay

Let me just do the talk on my feet and when I'm back

And get get the family

Well, they're not smiling but happy happy again and

I'm sure they can't wait. Well, they can't wait to see the

There's some back on the pitch screwing goals

Does she does it mean the most to you to make her happy and to make her feel good all my family?

Yeah

I feel like

that she always just texts me randomly and she's like

She was I don't want to bother you sometimes just check on what I'm sitting on. What's that the way for you to come online to know

You're okay and alive and well and

But that's just that's how my mum is

like

I'll be sometimes my mum she knows and she does she calls me

Random times it'd be 12 at night or it'd be early doors. Just check it in. I was fine. I love you so much this and that

But yeah, that's our favorite one check in to see if I'm online and what's up rather than pestering me in her eyes

but

so

I think

Making them happy and making them smile

is what

Gives me the filter do well

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

the Brentford fan base

Yeah

strong massive and you a lot of love as well. Yeah

Yeah, where I go. I get I get love from the Brentford fans. So

That's good and that's cute

What's your uh, you're gonna get back to football and uh, you I can feel you've got a certain fire inside you

Yep

I think

I just

Not that I need to prove anybody

wrong, but there's there's a lot of

haters and doubters out there thinking

He ain't gonna be the same man when he comes back

Actually, they're right. I'm gonna be a different man. I'll be even better than that

That guy that school done goes before so how do you know?

Because mum I'm built different

My mentality is different

I'm not one of these. Oh, he could have been a great player

Hadn't he done this

I'm I'm gonna go beyond that

It's

Like I said, not a point to prove but

points proofs myself

How do you ensure that happens like what is it that because I think about controllables

What is it that you can control to make sure that you come back even an even better player?

Is it just training harder? Is it what is it that you're it's training harder?

But in my head I every time I step on a pitch. I'm thinking in my head. I'm gonna score today

I'm gonna score. I know I'm gonna score when the chance comes. I'm gonna score

In the game you you bounce get a chance that you should be scoring

So in my head now I'm thinking

Right when I do play and I do get that chance that I should be scoring. It has to be a goal. So it's gonna be a goal

What if it's not?

The next one be a goal

What if it's not?

It will be

I'll be two goals

You know Brentford is a

Fantastic team. I think of all the teams in the Premier League if we talk about admiration

I'm really admire Brett Brighton at the moment, but Brentford. I absolutely think are a brilliant brilliant team really ton of admiration for them

Um, there's a lot of people that are obviously linking you to other clubs and saying, oh, is he gonna

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

join this?

all of that

How do you receive all of that?

You know all these links to because everyone's looking for a striker strikers are like the hardest to find

Goal score is in the Premier League

You got Harland. You got Kane. He's gone now. Now you're technically the second best striker.

That's currently in the league

on paper

So, you know, these big clubs are going to come knocking. They're going to say, you know, Chelsea's got an unlimited money over here

United we need a striker

How'd you receive all of that?

I mean like from young and like I said, I don't let this

All affect me. Obviously here it will go on in the background, but

My job is to keep training well

when I get the chance

in the games to keep scoring and doing well, but

I think everybody wants to play at the top of the tree and not that Brentford aren't there

but

I feel like playing for big club fighting for trophies and these kind of things everybody wants to do and if

The chance was to come along

I think I'll be silly not to not to look more into it, but

I feel like yeah, and the the manager knows

I want to be playing at the highest possible level possible

and whenever that time comes

then

So be it, but

I can't think my time at Brentford's been

Been being good. It's probably one of the best times in my career

And that's a special club like they just got something they got a culture there, which is super special

So, you know that culture you described will get the best out of you as a player

For sure. So it's like your great talent great culture equals great results. It's like one plus one equals three

Yeah, now

Yeah, I like the next club I'll go to if I was to move it would be like

The right club when you say the right club, you're not talking about Liverpool

Yeah

You've been a Liverpool fan your whole life

Yeah, I've been living from my whole life, but from young

I've liked I've liked Arsenal like watching Arsenal from how they play and

The kind of how passionate fans are

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

But yeah, I'm a little fan little boy at heart and
So Liverpool at heart love how Arsenal play love their style. Yeah
Anything about Manchester United? I like I like bubble tough when it was there. Okay. I liked
watching united a lot when bubble tough was there
So, thank you. Well, we do actually need a striker. So
I've actually got a contract here that Eric and
I
Imagine now I listen, I hope you um
I just want to see you back playing again because I think uh, I think it's a it's a gift to the Premier
League your talent and also
When I look at your story
You didn't have a straight line that a lot of people have in football
You went up down up down up down up down and you persevered because the talent is
You can't argue with it
You can't argue with the talent and so this whole gambling section of your life
Um, it's a bit of a blip in there. It's you know, it's a hurdle you've overcome and you've taken taking
your your punishment
Um, you move on from that. You admit responsibility
Yeah, yeah, um
And so now it becomes the back again about the football
Yeah, like you said the journey's been it's been wild. It's been crazy. If I was to read a book on
myself
I'd say this guy's done a lot and been through a lot and
He's still fighting and he's still
Climbing to the top of the tree. How's he managed you with that with everything that's going on?
What's the goal?
You know if I if we if we have this conversation again at the end of your career
And we sit down here and we go man and you go down that was a successful career steve. What
happened?
I want to be playing for England and scoring goals
I don't want to just be
Oh, he played England a couple times
I want to be
the main man
wherever I go
And and for England. I know they've got Harry Kane. There's
Probably one of the best strikers in the world. If not the best
So and that's what I'm up against
So I need to get to that level
So it just takes
working hard and
Keep keep fighting the heroes around the corner as well. Yeah, and that's another
It's another place when I get to which I do believe that

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

In my head. I'm ready. I'm ready to get to so
And at club level what your ambitions there in football?
Um win win win trophies with some silverware. I feel like
I feel like I want to play for
The highest highest level possible playful with
Play for club. That's I'm loved that not just one of
But I feel like
Like with all my moves. I've not just gone to the club for whatever money or whatever. I've gone
It's been the right step for me
and I've
Achieved something every year every year. I've just got better and better
You want to win the Premier League one day?
That's that's the aim. That's the aim. I don't win the World Cup also
I don't win trophies. That's like
Wow
I'm being from where
I'm from
Northampton not many
People can achieve them things or be like, yeah
He's been at the World Cup. He's won the World Cup
and even then like
My one still is in the same house. Really? Yeah, she doesn't want to move
She likes being there and
People will one day be like, yeah
I have his mum lives there
How they do it now, but it'd be more of achievement
And I've won something like that and like, yeah, I have his mum's there. I haven't comes there all the
time
I think that's kind of
Kind of how we are
How I am and you can see like my mum's she doesn't want to move into some big house. She feels
safe and comfy
At the house where she's at and that shows
That I have no no choice but to be grounded and you have three kids as well. Yeah, three little boys
Do you think about them? Do you think about what
The legacy you want to leave that they're gonna grow up and learn about does that question remind
a lot? Yeah
Yeah, it does
I want to leave a legacy that they don't have no pressure on their shoulders to walk into
I
Just want to whether there is a football or whatever industry they look to go into which obviously I
would want to say it's football
But whatever they whatever they do wanting to be successful and be like

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Be strong like my children
I feel like that I'd want them I do want them to have the same upbringing I had like I wouldn't put them to that
Private school and all these things because I don't want to just give them everything. I want them to have to work for some of the things
What advice would you give them about how to how to navigate say they uh
They do go into football all three of them
And they say they come to you one day. They say dad. Listen. Just got a call from the biggest club in north manches united
And I'm gonna I'm gonna accept it and go go to Manchester playing to eric. Um, I need some advice dad
I'm you know, I'm on my way tomorrow. What advice can you give me dad? Have the mentality as you're the best player on the pitch
You might not be
But having that mentality will help you play better
And just have the hunger you haven't got the hunger or the drive
You'll step behind already
I'd say like also
Attitude is key
Could I'll get you a long way
Not just in football or work in life
Quick one I discovered a product which has changed my life called eight sleep
And I'm so proud to say today that I had a chat with the founder of the brand and they are now a podcast sponsor
And one of the things I've come to learn on this podcast from speaking with sleep experts like Matthew Walker
Is how important temperature is when it comes to sleep the temperature of your room
The temperature of your bed and also one of the big insights I had from speaking to some experts
Was that the temperature of the room should fluctuate throughout the night as you move through different stages of sleep
So when you first get into bed, it should be quite cool in bed
It should then get a little bit cooler
And then the temperature should increase near the end and that is a reflection
Of what would have happened in nature once upon a time
You've probably come to learn that I have sponsors on this podcast that I use and products that I love
My sponsors should be a reflection of the conversations I'm having but also a reflection of what I'm using in my life
So to celebrate them being a new podcast sponsor, I always want to get a discount for you guys and I've got one
Go to eightsleep.com, which is
eightsleep.com
Slash Stephen and if you do that, you'll save \$150 on the pod cover that I have on my bed

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

The one I'm talking about grab your pod cover
Send me a DM and let me know how you get on
A quick word on huel as you know, they're a sponsor of this podcast and I'm an investor in the company
One of the things I've never really explained is how I came to have a relationship with huel
One day in the office many years ago a guy walked past called Michael
And he was wearing a huel t-shirt and I was really compelled by the logo
I just thought for a minute a design aesthetic point of view
It was really interesting and I asked him what that word meant and why he was wearing that t-shirt
And he said it's this brand called huel and they make food that is nutritionally complete
And very very convenient and has the planet in mind
And he the next day dropped off a little bottle of huel on my desk and from that day onwards
I completely got it because I'm someone that cares tremendously about having a nutritionally complete diet
But sometimes because of the way my life is that falls by the wayside
So if there was a really convenient reliable trustworthy way for me to be nutritionally complete in an affordable way
I was all ears, especially if it's a way that is conscious of the planet
Give it a chance. Give it a shot. Let me know what you think
You know when you did this this tweet a famous tweet. I'll speak soon with no filter
I understand that came from a place of anger like a bit defensive whatever
Mood settles your mum texts. Yeah, you're like, okay
Maybe this is not going to help the situation
There was a lot you wanted to say right you wanted to talk specifically about the allegations
You've decided now from what you're saying that it's not worth it for you to like go in and dispute things and say this that
And the other's not true
But was there anything that you do want to say to like the football community or just to the world generally as a message
When you tweeted that like outside of like the the stuff where we're like a bit bitter and hurt because of everything
That's going on and people are attacking you whatever
Is there anything else you wanted to say because I just want to give you a chance just uh
um
Not really like you said it most of it come from anger and it's kind of like everybody's against me kind of thing
but
with that it's kind of like
I was more worried on people like
thinking how I am
How I am as a person
Like what they read and what they hear rather than how I actually am
but the

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

the people around me
friends family

There's only people I should be worried about they know how I am

Why don't I need to explain to

Bob down the road how I actually am I probably never gonna see him again

So it doesn't matter that why am I explaining that and why am I going out?

there to give it like a

back and forth

like

I don't need to do that and it doesn't benefit me. It just benefits him in

trying to

get more reaction from me

so

Like he said it definitely was out of our anger anger kind of moment

It's kind of like all right. Let me say this and let me say that not knowing

The knock on effect he could could have

So it's it's not

I don't need to try and prove nobody wrong

Prove nobody right. It's just

focus on myself

family and

Do what I do best which is playing well and scoring goals

Speaking with your feet

correct

I did want to talk to you about one last thing you did a tweet as well about a dm someone sent you

Yeah

Someone had dm'd you calling you a black c word

um

And you posted the tweet

Subsequently, you stopped taking the knee during at the start of Premier League games and such
racism and football

Do you do you still receive racial abuse? Um still today?

Yeah, you do if I was supposed

everything I've received that's

been racist

I'd have easily

Around

hundred messages

Easily just real off there there there

Has that increased since the

Sanctions were made against you

on the commission

No, because I feel like

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Most of it's just betting rubbish that I get like people are saying but I feel like most of it's from playing a game and Someone bet on you or you haven't scored and then they come on come for you for like these kind of things or the fantasy League yeah football league like you don't get enough points and I'll come at you like this or your score to Lose that but also just things like this. Why don't you stop taking the knee? because I feel like it's It's a token gesture. It's not really it's lost its purpose And I'm like you can see like before games starting people like run off for that The need to go about that Like the purpose isn't there no more. I don't think that's doing nothing in the game to help stop These kind of things won't happen More needs to be done for sure for sure 100% all over the world not just in the UK But we obviously saw what happened to vinniscus jr. As well in the in the lilliga and it does does feel like If there was harsher action taken then a lot of this stuff wouldn't be happening even from the platforms and and also from the police You know, I think yeah most most of us some of them are from abroad and it's kind of like It's not in the UK. They can't do nothing about it And I'm like, okay, so what you just keep sending from wherever But yeah, you can't really do nothing. It's not it's not as Okay, so it's fine and basically you're saying it's fine. Yeah So what do you do? Yeah, I feel like He's lost his purpose personally anyway. I feel like it's kind of like puppets that you put at the top. We're kind of like Let's try this. Well, let's do this. Keep people quiet for a bit just do that and Be trying It's not trying You counting down the days now Yeah, I literally um, it's like really kill it christmas. Yeah I'll count the day counting down the days or two. I can train and be around the boys because like Being in football prison at the moment When I'm around the boys, I think won't get easier. Well, you'll get a little bit easier but not The same was like you train a whole week hard at the end of the week. It's no like End goal or the reward you're not playing a match And then is it January you can play? Yeah, January the 17th. You can train again. I can play matches. Oh, you can play matches

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

Yes, 17th for September

I can train so

Oh, September you can train and then September I can train. Yeah. Okay, and then I can be in a club around the boys

Okay, so not long. Yeah, not long not long less than a month. Yeah, it feels like ages

And then you can play in January. That's gonna be a very big game. A lot of people are gonna be watching that

Yeah, do you do you feel pressure?

No, I don't feel I

I thrive off

Pressure when it's like you surely you can't do that. He's not gonna have to do it

And that's what like the pressure was

Like we spoke about after the playoff final

and we got the penalty

After the game, I was like

You must have been scared like if you missed it probably could have like

You could probably could have lost it was massive

It's thinking no, I can't wait

Like I knew for a fact I was going up any

100%

Because it was the pressure

And like the reward after it gives you a bigger chance to jump in the Premier League

And more money for family so

You're trying to prove people right or trying to prove people wrong? What matters more to you?

Proving people wrong so I can have a little digger

Yeah, I like that. I like when I see certain certain tweets

And when I do something I come back to it and just like

Have a little comment and dig at the person and there's just lots of words

You're right. You win. You've been taking names throughout this process. Just like you know, this pundit said this this person

I mean, there's loads of pundits. I say loads of things

It's all opinions, but

When I come back school enough, I'm sure they'll

Go back into the bush and backpedal on what they say

Ladies and gentlemen, I'm interrupting this broadcast with a very special announcement

Two years ago, I started writing a book based on everything

I've learned from doing this podcast and meeting all of the incredible people that I've had the privilege of meeting

But also from my career in business from running my marketing businesses

My software business my investment fund and everything else that I've been doing in business and life and from this

I've created a brand new book called the diary of a CEO the 33 laws for business and life

If you want to build something great or become great yourself like the guests that I've sat here and

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

interviewed

I ask you please please please read these 33 laws

The book I always should have written if you like this podcast this book is for you and it is available

Now in the description of this podcast below and every single day until it's out later this month

One person that pre-orders it that takes a picture of their pre-order

Uploads it to their story on instagram or social media and tags me will win a gold

Version of this book signed by me and there's only 33 copies of those available

So pre-order it now tag me on social media when you do

And 33 of you are going to win a very very special book

We have a closing tradition on this podcast where the last guest leaves a question for the next guest not knowing

Who they're going to leave it for

So they wrote a question for you here in this diary

The question been left for you is

When have you most had to face your fears?

Probably the ban

Because

I think loads of things go through your head. It's like

Like I said from having football at such a young age

Not knowing if there's loads of things that go through your head

How you're gonna cope with things

Like at a time of kind of like

Not wary. I feel like I'm a confident person but going out in certain places

The topic is going to be about the whole scandal that's going on

People gonna talk about but with me it's like

Do they want to talk about it? They're thinking do I want to talk about it? I'm not not scared in a way, but it's kind of like

It's an awkward

Kind of meeting kind of thing

It's like elephant in the ring. Yeah. Yeah. Yeah, and then it comes to the point where it's like

They'll say something like I bet you can't do that and it's kind of like

That kind of thing but I'm like, yeah

What's done is done like you talk about it. Don't feel like that. Then they talk about it. Then I mean it's cleared

so I feel like

Not knowing what people thinking about you. Not people not knowing what people want to kind of talk to you

Not knowing if you're gonna be fit when you come back or

Not knowing what you're gonna do whilst you're off

That loads of things go into your head and it's like I hasn't crushed your mind. You might like lose your form or something

That that actually did. Oh, yeah, I did it at the time

But like I know I can get myself in cold school

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

positions, so I don't feel like
That that would be such a big issue, but it does cross your mind like
what if I
Don't score within the first five games six games
You're gonna think the world's ending kind of thing, but
Yeah, I think that was the fear of these kind of things not knowing what's next kind of thing
And as the days have passed it's got easier, right?
It's got easier ways, but it's got harder and it's like
Oh, okay
Easier than like
Soon I'm gonna be around the boys and that's kind of like my head my head's fine now. I'm at the
club
Doing what I do best and enjoy, but then it's kind of like
At the end of the week, I can't play games
whilst the game was kind of like
It's like torture watching it. Yeah, it's torture like I hate watching games not when I should be on the
pitch
Do you think you deserve the punishment you got?
um, I mean
If that's what the rules are
Then so be it. That's the punishment I should have got but yeah
looking on the other cases
And the fact that they were lower leagues
It's kind of like
Why did he get that and I got this do because he's there and I'm here
But now I feel like
If this is a punishment for doing what I done
To make that makes for the next person gets that makes the next person gets that like make it all
fair and correct
but
That's not a thing. It was fair, but
It is what is
I can't
see
I can't change off it. No, I can't
That's not what me focuses on
If it's fair or not because that doesn't help no situation
Yeah, I think it's possible to take responsibility for your actions. I did that
But also to think that
It was unfair because they I think maybe rightly so they are they are making making an example of
you because those lower league players
It would never send a message would it
So with the big wages and the big status and the popularity and all the upsides comes this

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

other thing which is like
Bigger sanctions bigger publicity bigger
It's more of a talking point. Yeah more of a story. But and I tell you what you go out there and you start bagging goals
Ain't nobody going to be talking about anything else. That's that's another reason I want to be scoring goals. So
To put things right and that people talk about
My goal scoring rather than
robust
past
I think you I think you're gonna I think you're gonna go back to Brentford and I think you're gonna fucking tear it up
Um, because I sense a real deep drive in you that I've not seen in many people
Um, a real sense of like self-belief and conviction even what you're saying about the penalties there
Like I played at soccer and they came over to me and asked me if I wanted a penalty
I went to the back
I swerved that so hard this year I played this year
I got injured before the game at all traffic
But I played in training and we had to do a penalty shootout potch was the manager
And um, I just said to myself Steve step forward and take one and this was to decide who got which dressing room
I took one I scored it and then the next day I pulled my pulled my hamstring got a grade three tear
But I was proud of myself for stepping up and doing it. Well, yeah
That's the main thing. I think if you have in your head, I'm gonna do this
You have a better chance
of thinking
What is this?
There's no point thinking that
But even with yeah back is a hundred percent like it was
Strikers I've played with like especially the strikers I play with now
Like because he's I'll say I'll say his name Brian
Because he knows he's like my little brother
I said to him like
When he missed a chance, he's he's gets so angry with himself
I said bro, it's fine. You you're not a robot. You can miss chances
When the next chance comes you'll score
And he's he's got a lot better at that and it's been scoring so
I think just
Well on things
But you've got a big chance coming out January. Yes, and I hope you score
I will I know
I know I do well and
Like I said, this is just another hurdle in

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

My bumpy road, but
It's all good. It could be worse
Ivan, thank you. Thank you for um, thank you for the time. Thank you for the inspiration you've given me
Um, I feel like I understand you
I feel like I understand you and listen. We all make mistakes in life. I think it's really important
We all we've all made mistakes. I make so many mistakes
I think it's yours are obviously more publicly broadcast because of who you are and you're at the top of the game
You're the peak of your powers, but um
I think it's important as you've said that you you take responsibility for it
You move on and you let the football do the talking
and I think that's exactly
Exactly what you have done and that's what um, I'm really excited to see from you going forward as I said because you're special
You've got a very special talent
you've got a very special mentality and a very special talent to match it and uh
We can't let that go to waste so we need to it won't go to waste for sure
I'm gonna people around me
They won't allow it to go to waste
Good
Thank you so much for your time, bro. It means a lot to me that you um came here and spoke to me and uh
I'm a I'm a big fan and I really do hope you end up at Manchester United one day
No, thanks for having me. Thanks. Thanks. It's been good. It's been good to talk through things and
Maybe this can help the next person if there was a thing twice on doing certain things or
Maybe to open up about certain things. So, yeah
It's probably it's probably easy. It's good. Thanks for having me like I said
Quick one you guys know that for years now my office has quite literally been everywhere on a plane in the back of my car
in a terminal in an airport or on a train you name it
I've probably worked there ever since I started my first business at 19 years old
I've been working on the move all I need is wi-fi a desk and my headphones and I'm set
And one of the places that has always had my back when I'm struggling to find an office is we work
I've been using we work for years now, whether it's in Manchester, London, Manhattan or LA
We work is easy. It literally requires no thinking. There's no stress of finding the perfect working location
We work does it all for you plenty of desk space meeting rooms collaboration spaces drinks snacks
It's all there
So for your next remote working trip away from the office or if you want a new fresh space to work in
Then don't just work anywhere. We work might just be your answer
And you can get 25% off your first six months of we work all access by using code

[Transcript] The Diary Of A CEO with Steven Bartlett / Ivan Toney: I'm Finally Ready To Speak! The Truth About His Football Ban And His Future Team!

ceo works

That's one word ceo works and to redeem this offer visit [we.co slash ceo works](https://we.co/slash-ceo-works)

Oh

You