

K7NG *Kenny*



Kenny Dalglish is one of football's all-time greats, hailed as 'The King' by football fans around the world in recognition of his huge contribution to Liverpool Football Club, as a player and then manager.

'King Kenny' tells the story of this football legend, capturing valuable lessons from his inspiring journey in football and life. Kenny shows that being a true leader is all about paving the way for others.

As proud Main Club Sponsor of Liverpool FC, Standard Chartered has created 'King Kenny' to celebrate legacy - the one that Kenny continues to create, and the ones the Bank strives to help its clients leave behind for generations to come.

***"To me, what it really meant to be King,
was to quietly and always do the right thing"***

Kenny Dalglish



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Grab a cup of tea and a moment's peace
while I tell you a story about Kenny Dalglish.
Born in Scotland in '51,
his journey to greatness had barely begun.





His passion for football started in nets
but he hadn't realised his true talent yet.
He took off his gloves and moved up the field.
From that moment on, his future was sealed.

With his dad by his side and the ball at his feet,
they played in the garden and outside on the street.

Bill was his hero, his mentor, his guide,
he'd watch over Kenny, his eyes filled with pride.





At Ibrox Stadium, no matter the weather,
they supported Rangers and watched them together.
They talked about tactics and winning the league,
and this filled his mind with hope and intrigue.

He trained with his friends outside on the rec.
His father once said, “Keep the ball on the deck.
You’ve got to remember you’re not very tall,
keep the play on the ground and your eye on the ball.”





He worked really hard, he played every day,

his father watching games, both home and away.

His father said, “Kenny, you’ve got a real skill.

I’ll always support you, I promise I will.”



“When I see you play, it makes me so proud
and you’ll see me smiling up there in the crowd.”

Kenny felt happy, he felt safe and glad,
family mattered to him and his dad.

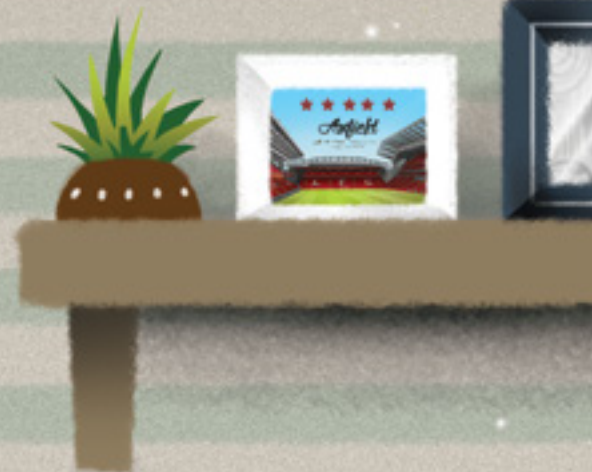


As Kenny grew older, he dreamed of one thing;
professional football – midfield or the wing.
He trialled for the Reds who were eager to sign,
but being so young, he had to decline.




He sat in his bedroom and spoke to his dad
who was proud of his son and was feeling quite glad.
His father said, “Kenny, now listen to me.
Everything happens for a reason, you see.”





“Sean Fallon from Celtic said he’d like to meet.
He says you’re a genius with the ball at your feet.

Now go get your boots, shin pads and ball,
and pull down those posters from your bedroom wall.”

An illustration of a young boy with brown hair and blue eyes, wearing a green and white horizontally striped Celtic football jersey and white shorts. He stands on the left side of the page. To his right is a large, tilted rectangular screen or window. Inside the screen, four boys are walking towards the right. They are all wearing the same green and white striped Celtic jersey and white shorts. The boy in the center of the group on the screen is the same boy as the one on the left. The background is a light green sky with stylized white clouds, yellow leaves, and small green and white confetti. The bottom left corner shows a patch of green grass.

Soon after that, Kenny was signed,
but he still had a dream in the back of his mind.
To wear the Reds' jersey, to hear the crowd sing,
but for now it was Celtic and the trophies he'd bring.

Scotland was calling, his train at the station.

It was time for Dalglish to play for his nation.

He played against Belgium in '71,
his debut performance was second to none.



A shining example, the best of the best,
his skills as a player were put to the test.
He played against Holland, Denmark and Spain,
scoring goals from all angles; 30 to his name.





With a heart full of passion and arms open wide,
he discovered true love and a beautiful bride.
Her name was Marina, she was humble and sweet.
Four children later, their clan was complete.

Over a hundred goals later, scoring game after game,
the Reds made an offer of glory and fame.

He turned to his father, who gave him advice.

He said, “Kenny, that offer may well seem real nice.”





**“It’s not about glory for you, them or me,
it’s all about honour and your legacy.”**

**In a game against Middlesbrough, out there on the lawn,
within seven minutes, King Kenny was born.**





They say time flies when you're having fun.

Over a hundred goals scored, cups and trophies he'd won.

The fans sang his name with each kick of the ball,
his poster displayed on every kid's wall.

Anfield was home now, he loved every game,

but he didn't care about money or fame.

Centre or striker, midfield or wing,

when he wore Number Seven, he could do anything.





Back on the Mersey, the games carried on.
Winning or losing, his passion grew strong.
Trophies and medals, awards galore,
who would've thought that he could do more.

When the footballers voted their Player of the Year,
he had the most votes, no one even came near.
He'd now become famous for playing this game,
to live forever in the hall of fame.



- THE PFA -
Awards 1983

Then one morning in '84,
a mystery letter appeared at his door.

His eyes grew wide the moment he'd seen
the letter was written to him from the Queen.





“Kenneth Dalglish, Your Majesty here.
Pop down to my palace at the end of the year.
You’re a hero, a leader, a national treasure.
To honour your work would be my pleasure.”



Kenny was thrilled, jumping high in the air,
he bought trousers and shoes and new underwear.
When he met with Her Highness and the Monarchy,
she named him King Kenny, M.B.E

Acknowledging Kenny as a natural mentor,
they asked him to manage at age 34.

To lead all the players through thick and through thin,
with Kenny in charge, surely they'd win.



In the FA Cup Final, he turned to his team
and said, "Listen here, boys, we all have a dream.
My father once said life is your legacy,
so let's play this game and create it, you'll see."



**“It’s not about money, it’s not about fame,
it’s all about how we each play the game.
Be humble, be kind, push yourself to the limit,
and don’t stop playing ’til the final minute.”**



After 22 years climbing higher and higher,
he hung up his boots, it was time to retire.

Over 500 games, more than 200 goals,
his legacy grew, there was more to unfold.

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From this day forward, he'd no longer play,
but he'd lead his team day after day.
He'd teach them lessons, he'd show them the skills,
he'd turn up to training and make them run drills.



He saw his team as a band of brothers,
but most of all he cared about others.
With his wife, Marina, he started a fund
raising millions for cancer, the people were stunned.

THE MARINA DALGLISH APPEAL





Now he is a leader, he is a guide,
he is the man who is swollen with pride.
After reading his story, I think you'll agree,
King Kenny created a true legacy.





Kenny Dalglish

Kenneth Mathieson Dalglish, MBE, was born on 4 March 1951 in Glasgow, Scotland. He has made remarkable achievements as a player and manager for Liverpool FC that have stood the test of time.

Before enjoying two successful spells at the helm, Dalglish the player made 515 appearances and scored 172 goals. In total, he lifted eight League championship trophies, three European Cups, two FA Cups, five League Cups and one UEFA Super Cup. Dalglish has been inducted into both the Scottish and English Football Halls of Fame.

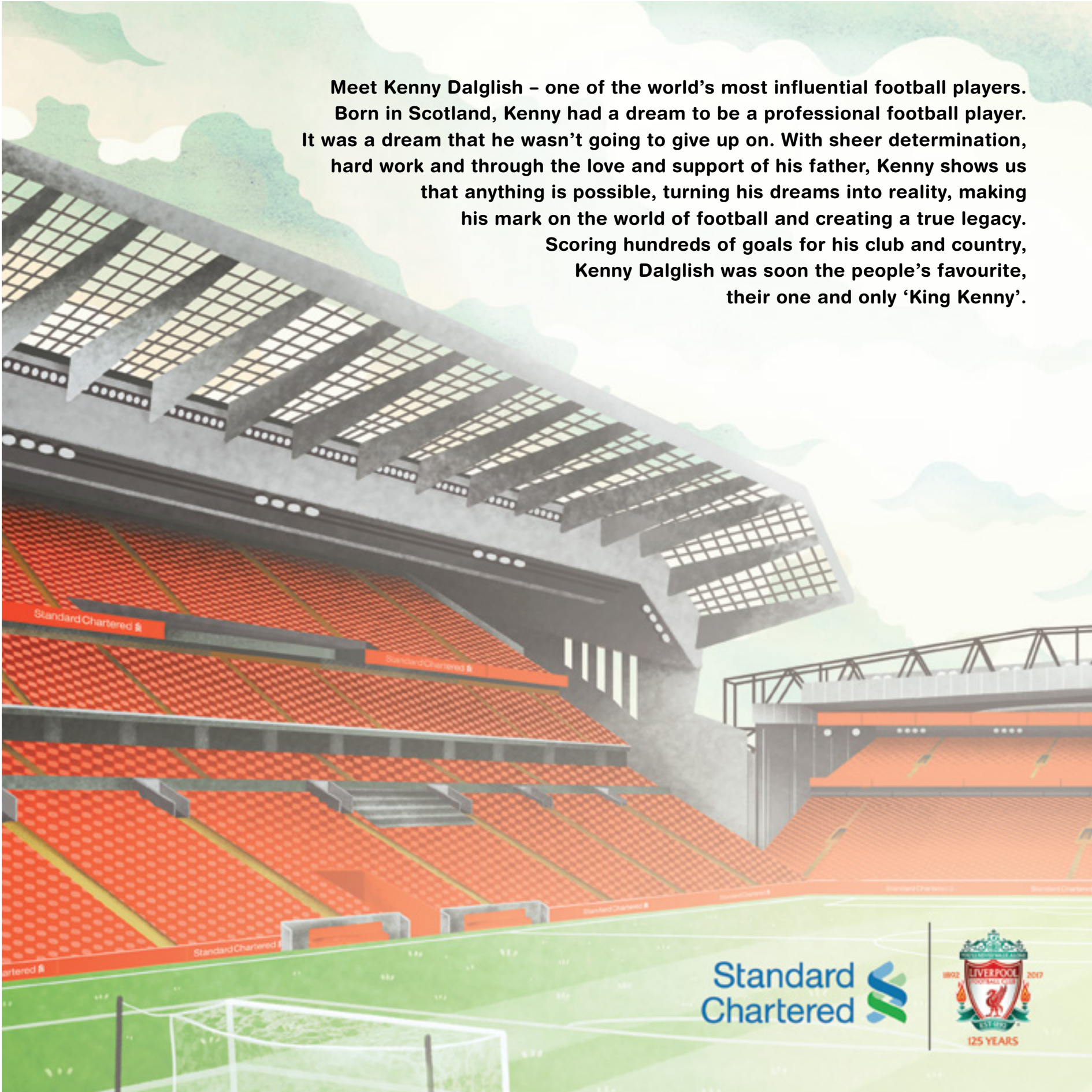
Off the pitch, the support he provided to the Hillsborough families in the immediate aftermath of the disaster, and in the years since, underlines his commitment to both Liverpool FC fans and the people of Merseyside.

Those qualities are also evident in his work for the Marina Dalglish Appeal, a charity set up with his wife that helps cancer sufferers and their families on Merseyside.

Kenny Dalglish is a legacy of compassion and sheer brilliance. What he inspired on and off the field has resulted in fans all over giving him the title of King Kenny.



Meet Kenny Dalglish – one of the world’s most influential football players. Born in Scotland, Kenny had a dream to be a professional football player. It was a dream that he wasn’t going to give up on. With sheer determination, hard work and through the love and support of his father, Kenny shows us that anything is possible, turning his dreams into reality, making his mark on the world of football and creating a true legacy. Scoring hundreds of goals for his club and country, Kenny Dalglish was soon the people’s favourite, their one and only ‘King Kenny’.



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