SPORT IS A BUSINESS

**But are all of the comparisons valid?**

The parallels between sport and business success also equate to time — sustained success is not achieved in the window of a one-off game. In sport, athletes need perseverance and commitment to see them continued success throughout their sport journey. Sport demands being committed to years of training. Perseverance and Chattu are a brand new, explicit and clear requirement to enable athletes to recover from the highs and lows of sport. The best coaches know that teaching a growth mindset will develop committed athletes who are, ultimately, more likely to achieve greater long-term success.

**OPPORTUNITIES ARE OUT THERE**

Leview offers his point around the creation of economic value being different between sport and business. Businesses are not just focused on making profits, but also on creating value for stakeholders and society at large. The benefits of sport go beyond economic value.

Taylor cites short-term benefits from players and teams today “sports” and businesses. He says that even in the short term, sport “teamwork” metaphors should not be used for business. Business teams need to be more focused on long-term success, not just short-term gains. The benefits of sport go beyond economic value.

In conclusion, the benefits of sport go beyond economic value. Sport has the potential to create long-lasting value for society and the economy, and not just for the athletes who participate. The parallels between sport and business success can be used to improve the wellbeing of athletes and the economy overall.

**SUCCESS IN SPORT IS GOVERNED BY...**

When talking about a business’s ability to attract and retain talent, truly it’s all about engagement. How we perceive our experiences of the workplace can make or break engagement. Employees want to be valued, to feel like they’re part of something bigger, to see opportunities as part of their journey to success.

Great sporting leaders, such as John Wooden, have long known the value of giving open and genuine praise and, through it, fostering their employee’s attitude. GSWW has taken it one further with their “player of the game” award. Performance gets equal praise, even through GSWW have superstitions such as Billy and Carmelo Duran. This starts from their values, beliefs, and the successes they strive to achieve. The leadership style is key to the value of the organisation.

For sporting organisations, it could be to enable athletes to recover from the highs and lows of sport. The best coaches know that teaching a growth mindset will develop committed athletes who are, ultimately, more likely to achieve greater long-term success. Similarly, businesses that are valued in the millions put their athletes first. The parallels between sport and business success can be used to improve the wellbeing of athletes and the economy overall.