



Hello,

I recently was asked why I was organizing the NGA Workshop in Anaheim in June. Some people assume that I'm just trying to make money. Others think that I just like to talk. Both are true but that's not why I am doing this. Due to some of the misconceptions I think I should explain.

Several years ago while working for a large corporation, part of my job was helping with the annual business plan. With that I got to propose the yearly objectives and the key performance indicators with which we would judge our success. In a conversation with a middle manager significantly up the ladder from me I laid out 5 annual objectives. Gross sales is always one. Net profit is another. But somewhere down the line I laid out my objective for helping spread the word on the benefits of gymnastics and helping to grow the independent gymnastic club business. I got stopped in my tracks and was told (as close to a quote as I can remember) "I don't think Warren Buffett gives a rat's ass about gymnastic clubs". I was so shocked that I stumbled through the end of the meeting and started laying out a plan.

As those that know me understand, I believe that sports participation is the best thing for children today and for the future of our country. Since retiring from my corporate position, I'm doing consulting with sports businesses (many gymnastic clubs) that are looking to launch or grow their businesses. Along with Dave Kozak I host a podcast to share information about successfully running a sports business. I am speaking at numerous conferences around the country on how to be successful in the business of sports. I am about to publish my first book, **The Playmaker's Playbook**. And now I am starting a series of business workshops that are meant to help sports business owners not just survive but thrive! Maybe not everyone does, but I DO give a rat's ass about our kids and our future. Sports participation matters.

I've been lucky in my career to learn through corporate leadership and entrepreneurial trial and error and it's my time to share. I hope that every club owner or business operator or someone that is thinking about it will come to one of our workshops. The first is in Anaheim June 10 & 11, 2024. I thank all those companies that are sponsoring this so we can keep the registration low. Sometimes the payback for commitment & support is long term.

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Steve

Stephen J Cook
610-656-8256
Paradigm Playbook Scook@ParadigmPlaybook.com
3rd Level Group Consultant | Growth & Expansion Planning
Grand Slam USA s.cook@GrandSlamMlavern.com
Cook's Food for Thought <https://stevecook945.substack.com/>