

Teaming with Talent

What we do



SPORTSMIND

Competitive advantage is an inside job

**“Competitive advantage  
is an inside job”**

**By using the competitive /  
athletic brand Sportsmind  
already had established,  
we created a tag line  
that celebrated personal  
development in a business  
context.**

**This piece of collateral was  
created using transparent  
vellum and metallic copper  
papers. One color ink.  
No glue.**

**Within this pdf document,  
progress to next pages to view  
construction and copy.**



What we do

### **Who we are**

SportsMind is a diverse, richly-experienced team of professionals passionate about bringing forth the best in your organization. For over 20 years, the SportsMind team has contributed to the successes of companies like Cisco Systems, McKinsey and Company, Cargill, Inc. and Capital One Financial Corporation.

### **What we do**

We improve our clients' business productivity and competitive advantage by assisting companies develop:

- Powerful relationships, inside and outside the organization
- Teams that produce powerful results... quickly

### **How we do it**

It's an inside job - it begins with the individual.

We build a foundation of values and awareness that strengthens the whole organization, one employee at a time.

With a focus on individual and team accountability, we use:

- Practical tools that reinforce learning by doing
- Events, coaching and teambuilding that are integrated into the workplace & use real work situations to produce results
- An ROI guarantee to measure our own effectiveness

Beginning with a common language, we help to assess and refine processes and practices. Relationships immediately improve within the organization, with customers and with strategic partners. Leaders are given the tools to gain commitment, to inspire and to take risks. Positive, "can-do" dispositions spark creativity, reinforce individual significance and inspire new possibilities.

*The result? Real competitive advantage.*

**Self - Team - Business**

### **The SportsMindSet™**

- Better decision-making abilities
- A resourceful, adaptable, resilient organization
- Improved efficiencies, smoother project management
- Increased focus on customer and personal satisfaction
- The capacity for greater competencies
- Positive, "can-do" attitudes that move the whole organization into the realm of the possible

### **Real Competitive Advantage**

At SportsMind, we produce quantifiable business results that contribute to the competitive advantage of our clients. We believe competitive advantage is an inside job. Starting with the business as the context for improvement, we help the organization develop individual and team solutions to real business challenges.

### **20 Years of Success = 300% ROI**

We have documented over 20 years of success with groups as diverse as paratroopers, pastors and presidents. Our experience allows us to claim a 300% return on investment is not only possible, but probable.

### **Competitive advantage is an inside job™**

Trust - Honesty - Integrity - Awareness - Choice

*Build a culture grounded in relationships and results*



## Teaming with Talent

- \* Is your company considered a terrific place to work?
- \* What are you doing to transform good people into great employees?

*"We know from our survey analysis that our developmental programs are a strong reason why people come here and stay here."*

Dennis Liberson  
Executive Vice President of Human Resources  
Capital One Financial Corp  
SportsMind Client

Create an environment where talent is celebrated, teams are productive, and leaders take positive action... where employees are open to feedback and change.

Create an environment Teaming with Talent.

## Meaningful Work

- \* Are your employees encouraged to survive... or to thrive?
- \* How do you build an environment that maximizes the asset you have invested in your employees?
- \* How can you make your company a talent magnet, increase productivity and encourage loyalty?

Develop your people into the best they can possibly be.

*"if people feel like they can't take personal development risks because failure will forever taint them, they won't. They'll retreat into a world that is comfortable, and that's a world in which people don't grow."*

Dennis Liberson

**Center insert. Metallic copper paper.**

**We did the copy too...**

**Back cover...**

**We had fun using layers and the transparency -**

**The graphic is not screened, but is printed at 100% and shows through from the underlying page.**



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