

A.Innova Weigh In on the Result of Mayweather vs. McGregor Fight and What it Taught The Firm

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A.Innova were inspired by the recent fight in Las Vegas between world-class sports stars Conor McGregor and Floyd Mayweather Jnr. Following the fight, the Liverpool based sales and marketing team have come together to discuss how inspired they were by McGregor's ambitious performance and how his positive mind-set can be applied to the world of business.

About A.Innova - <http://www.alphainnova.co.uk/>

The ambitious Conor McGregor dived into the deep end of the boxing world when he agreed to fight Mayweather, the undefeated world champion with decades of experience. Seeing as McGregor comes from a mixed martial arts background which is regulated with an entirely different rule book, the Dublin fighter had no prior experience in the run up to his first professional boxing match. The unusual pairing whipped up a global frenzy with many sports commentators speculating the results of this controversial coupling. In what quickly became the most anticipated sporting event of the year, fans became divided as they took sides. Despite his eventual loss to Mayweather, McGregor inspired the workforce of A.Innova to study his ability to transition into new waters so effectively.

This week, the firm have been discussing what can be learnt from the UFC star's unwavering self-belief and determination:

- **You must take risks**

As a relatively young mixed martial arts fighter, McGregor's decision to fight a boxing titan was very bold. While he dominates the world of UFC, boxing is an area of athleticism he has very little experience in. Sadly he experienced his first loss in one of the most anticipated fights in the boxing world and because of this, A.Innova believes a lot can be learnt. In business, a person has to be prepared to step out of their comfort zone and take chances to continue to grow and develop as an entrepreneur. Taking calculated risks may be safer but one must be bold enough to take a leap of faith in order to achieve their best. After all, a failure can teach a person more about business than never attempting something in the first place.

- **The importance of competitiveness**

McGregor has advanced rapidly, from a relatively unknown underdog, fighting in small sports clubs in Ireland, to fighting sold out arenas, streaming live to international audiences, within five years. A.Innova believes that the competitive mentality that McGregor possesses is [an essential ingredient for success for any entrepreneur](#), too. Another example of such competitiveness is the rivalry between tech giants Apple and Microsoft. Finding a rival and establishing a competitiveness helps accelerate a person's performance and transform them into forces to be reckoned with, within their industry.

- **The promotional strategies at work**

Both McGregor and Mayweather were able to effectively establish world-wide 'hype' which attracted mass public attention and gave them a global platform to perform to. Their very public rivalry received coverage by media channels all over the world and earned millions and millions of dollars as a result of their exposure. A.Innova believe businesses should also be bold when trying to reach their goals, pushing innovation and test the boundaries of their industry. By doing so, companies can find out what is the right or wrong method to attract customers and building a positive brand identity.

A.Innova is an ambitious sales and marketing agency who specialise in event marketing. The firm guarantee the creation of unique and personal campaigns that tap into the client's target market. A.Innova pride themselves in taking the informative, interactive approach that lead to positive lasting impressions for each customer, building a brand's reputation.

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