Citipeak Promotions Ltd Research Suggests Successful Business Qualities Originate from Sport

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Entrepreneur, sportsman and Managing Director of London based firm Citipeak Promotions Ltd, Nick Johnson examines the different qualities found in sports men and women. The firm explain which of these attributes are essential to succeed in the world of business.

Studies have shown that men and women who play sports in their younger years tend to be better leaders and entrepreneurs.

At Citipeak Promotions Ltd; an outsourced event sales and marketing firm based in London Bridge, managing director Nick Johnson, also a keen sportsman, believes that the focussed mentality and competitive nature that you can only get through the participation in sport is a valuable asset in the business world and results in good entrepreneurship qualities.

Developing a strategy is a necessity in sport, bringing all elements together at a precise time can determine winning or losing a game. Citipeak Promotions Ltd outline that a successful business strategy requires similar innovation, planning and time-management. Being successful in sports requires practice, patience and persistence something that is taught through training and participation in sports. These skills are very transferable and Citipeak Promotions Ltd believes a huge asset to their event sales focused business model.
Common attributes that are found in successful sportsmen and women that are also present in top businessmen and women include a competitive nature, leadership skills, and the ability to work under pressure and show perseverance.

Research conducted by Citipeak Promotions Ltd suggests that a competitive nature is one of the most important traits individuals require to be a successful business person or entrepreneur. ‘A competitive nature is part of a person’s mentality’ said Nick Johnson. ‘If you believe that winning is everything then you will do anything it takes to ensure success’. Athletes are most effective at channelling this competitive nature, which is why they often transition into business as their sporting careers wind down.

Leadership skills and the ability to work under pressure are two more qualities found in sportsmen and women that also transfer into business. According to Elite Daily the success of an entrepreneur is 85% dependent on how well they can run their organisation at the maximum level of productivity. Within both sport and business it is up to the leader to motivate others to ensure success. In November of 2012, Citipeak Promotions Ltd conducted a study into the role that leadership plays in 15 small businesses. The firm’s results found that a business with strong leadership attributes can lead to 28% more company revenue.

The world of business can be tough and success does not come without challenges. The same can also be said for sports; individuals must work hard to achieve their goals. ‘Everyday there are challenges that I must face within my business’ said Nick Johnson. ‘I believe that from my sporting background I am able to work well under pressure and take these challenges head on. This will only make my business stronger for the future’ added Nick Johnson of Citipeak Promotions Ltd.

To read more about how sports impacts an entrepreneur visit:
http://elitedaily.com/money/entrepreneurship/sports-leadership/

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Citipeak Promotions Ltd

T. 020 8150 7231
E. admin@citipeakpromotions.co.uk
W. https://www.citipeakpromotions.co.uk/

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