Why Ora Advertising's MD Takes His Inspiration from the Beautiful Game

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As a passionate football supporter, it's no surprise that Ora Advertising's MD has his eye on the ball when it comes to business too. What may be a little more surprising is that Obi Shorinwa finds great inspiration from the football field too and he incorporates a lot of the same philosophies into his dealings in business. Drawing business and football together may be a little unconventional, but it is a technique that has worked very well for Mr Shorinwa and his company.

As Mr Shorinwa says, a lot can be learned from the football field when it comes to business. He says, 'I have always been a keen football supporter and I try to get to as many games as my busy schedule allows. Football inspires me greatly because at its best it is a wonderful display of how teamwork can bring people together to achieve a common goal. For a football team to be successful, they simply have to work together - using each other's skills and strengths to win goals. As a business manager, I like to plan strategies just like a football manager would, using only the strongest players and the best resources available. Winning is all about positivity and this is apparent in any strong football team. Going into a game with a positive attitude can mean the difference between winning and losing, so I always apply this to my business life too by making sure I retain a positive mental attitude at all times.'

Mr Shorinwa is particularly inspired by the manager of Liverpool FC, Brendan Rodgers. Mr Rodgers has turned the fortunes of the ailing club by going in with confidence and making bold changes. Mr Rodgers took the post in 2012 when the club was not enjoying much success. After a slow but steady start, the team is flushed with success again, and they are rising the ranks once again. This is a great display of confidence within management and Mr Shorinwa is following their progress with great interest.

Ora Advertising continue to go from strength to strength within the direct marketing sector, and this is thanks in no small part to the amount of strategic planning that Mr Shorinwa has carried out. They are enjoying steady growth and always looking to step up to the next level of success. Using football as his inspiration for business, he is determined to take Ora Advertising all the way to the Premiership and beyond!

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