

## Plot the path to success

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I think most team executives would find themselves in violent agreement with the findings of the Team Brand Index study in the Dec. 1-7 issue, but would question how helpful or actionable they are. A winning team cures all. Not exactly a new concept in the industry, but one that has served as a damaging crutch historically for those who can't — can't sell tickets, can't sell suites, can't sell sponsorships.

### How you see it

Certainly, wins and losses are vitally important to the business performance and perception of a team. In the article accompanying the study, Greg Economou raises a more meaningful question: What percentage of the fan experience or brand engagement is attributable to factors aside from wins and losses, and how do you optimize your performance in those areas to maximize your chances for success? When you can identify the impact those elements have on fan purchasing, attendance and viewing behavior, then you have provided a pathway toward incremental business success, winning percentage notwithstanding.

To paraphrase Bill Parcells, the business leader of a team doesn't get to shop for the groceries or make the meal, but he or she needs to fully understand how to enhance their chances of getting people to come for dinner, whether they are serving filet mignon or sloppy joes.

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