



# Lessons from sports for Businesses, Society and Careers

Sports brings out the best in human emotions. In recent times we have seen the incredible advancement of sports driven by the convergence with medicine, technology and business. Sports have leveraged each of these three pillars to help humans perform at the very best. Large scale events like the Olympics, FIFA World Cup, and Cricket World Cup have enabled us to attract billions of passionate fans to enjoy and participate in the process. There are incredible lessons for us as individuals, society and businesses that we can draw from sports.

## This inspiring presentation addresses the following questions:

- How can we invoke the same passion with our customers that the fans have for their teams? - Customers to FANS, Employees to Cheerleaders
- How can we ensure that our employees get the best support so that they can perform at their very best?
- How can we as individuals surround ourselves with a great support team?
- Are we doing our best to leverage technology to improve our performance both in our careers as well as in our personal lives?
- How can we integrate gamification into our work?

The presentation will be customized based on the context of the event and the participant profile.