

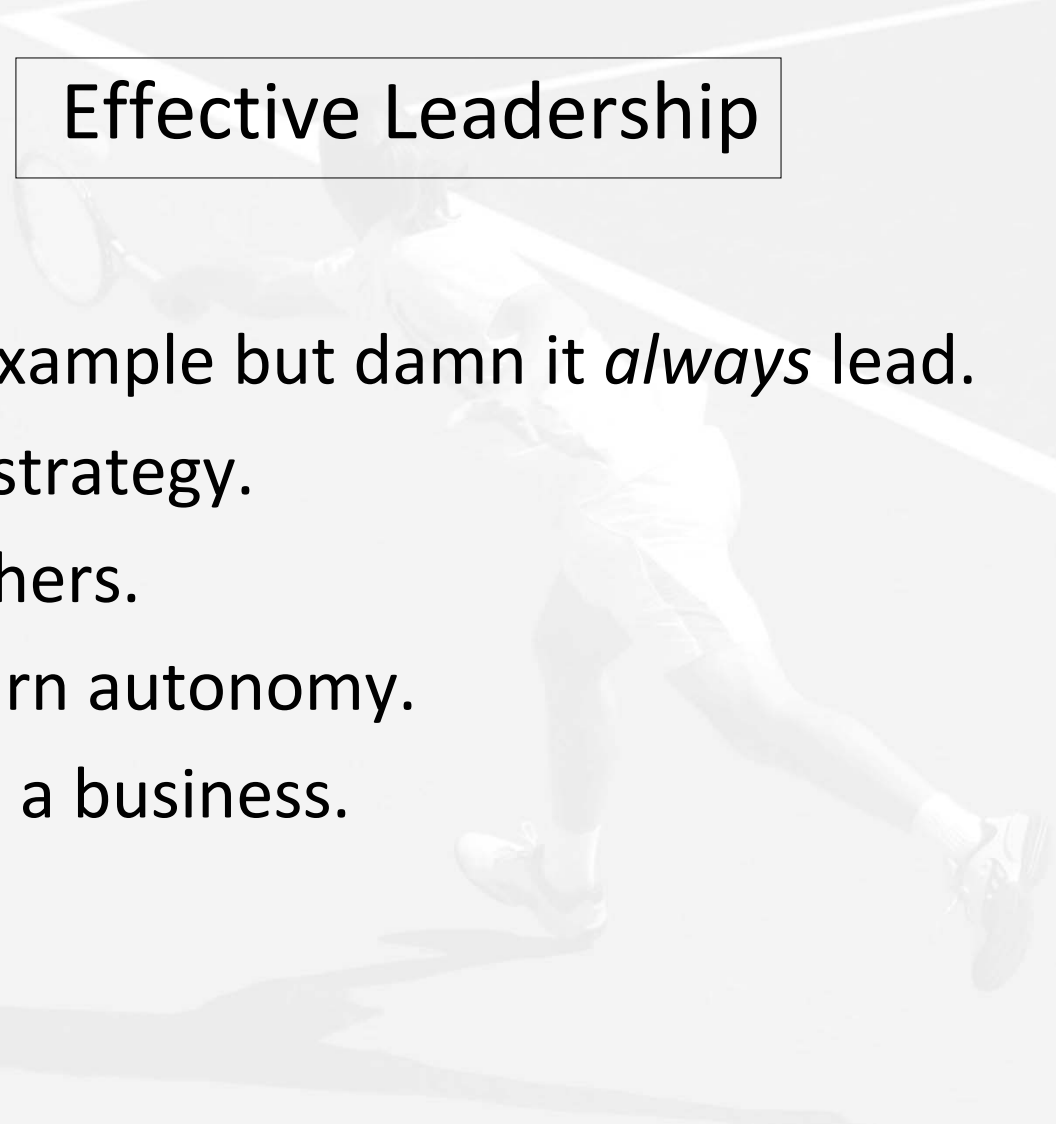
A grayscale background image of a tennis player in mid-swing on a court. The player is wearing a light-colored shirt and shorts, and is captured in a dynamic pose. The court lines are visible, and a shadow of the player is cast on the ground.

# Sport Leadership Vancouver 2009

CEO Best Practices Session

# Lessons Learned as a CEO

## Effective Leadership

- Lead by example but damn it *always* lead.
  - Focus on strategy.
  - Inspire others.
  - Always earn autonomy.
  - Run it like a business.
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- A faded, grayscale image of a tennis player in mid-swing, positioned in the background of the slide. The player is wearing a white shirt and shorts, and is captured in a dynamic pose, suggesting movement and action on a tennis court.

# Lessons Learned as a CEO

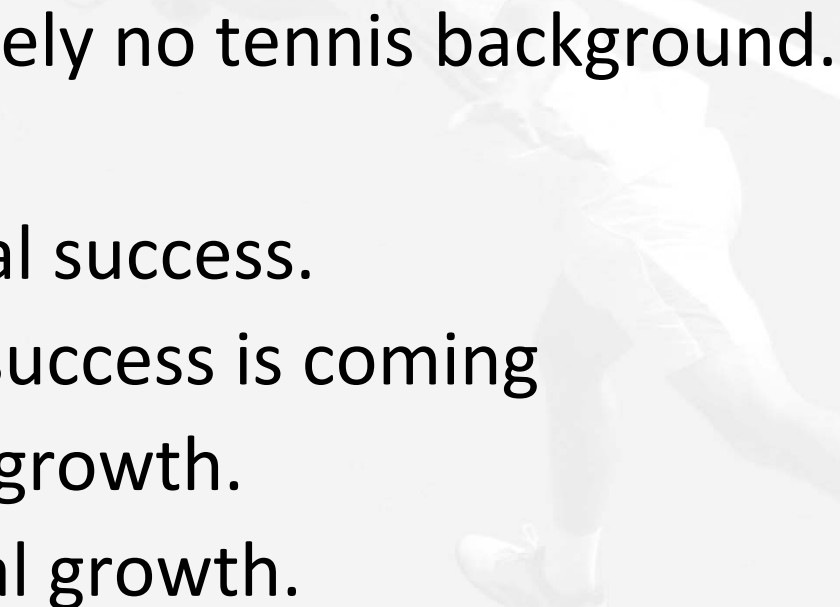
## Turning Points

2 principles:

- “Luck is created.”
- “ You learn more from adversity than success.”

# Lessons Learned as a CEO

## Highlights at Tennis Canada

- Absolutely no tennis background.
  - Silos.
  - Financial success.
  - “Real” success is coming
  - People growth.
  - Personal growth.
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- A faded, grayscale image of a tennis player in mid-swing, wearing a white shirt and shorts, on a tennis court. The player is positioned on the right side of the slide, with their shadow cast on the court below.