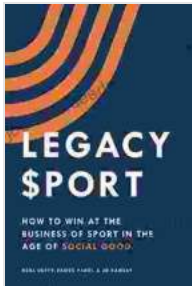


# How to Win at the Business of Sport in the Age of Social Good



## Legacy Sport: How to Win at the Business of Sport in the Age of Social Good by Neill Duffy

★★★★☆ 4.4 out of 5

Language	: English
File size	: 589 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 279 pages
Lending	: Enabled



In the age of social good, businesses need to be more than just profitable. They need to have a purpose. This is especially true for businesses in the sports industry, which has always been closely linked to social values.

In the past, businesses could get away with simply making money. But today, consumers are demanding more from the companies they do business with. They want to know that the companies they support are committed to social responsibility and that they are making a positive impact on the world.

This is especially true for millennials, who are the most socially conscious generation in history. Millennials are more likely to buy products and

services from companies that they believe are making a difference in the world.

So, how can businesses in the sports industry win in the age of social good? Here are a few tips:

1. **Define your purpose.** What is your company's reason for being? What social or environmental issue are you passionate about? Once you have defined your purpose, you can start to align your business strategies with your social mission.
2. **Be authentic.** Don't just try to jump on the social good bandwagon. Consumers can tell when a company is being inauthentic. Be genuine in your commitment to social responsibility and make sure that your actions are aligned with your values.
3. **Make a difference.** Don't just talk about social good. Take action and make a real difference in the world. This could involve donating to charities, volunteering your time, or creating programs that address social issues.
4. **Communicate your impact.** Let your customers know about the positive impact you are making in the world. This could involve creating social media campaigns, publishing annual reports, or hosting events to showcase your work.

By following these tips, businesses in the sports industry can win at the business of sport in the age of social good. They can build strong customer relationships, increase brand loyalty, and attract top talent. And most importantly, they can make a positive impact on the world.

## Examples of Businesses Winning at the Business of Sport in the Age of Social Good

Here are a few examples of businesses in the sports industry that are winning at the business of sport in the age of social good:

- **Nike** has a long history of supporting social causes, including the fight against racism and gender inequality. The company has also invested in programs to promote youth sports and physical activity.
- **Adidas** has partnered with the United Nations to promote sustainability in the sports industry. The company has also launched a number of initiatives to reduce its environmental impact.
- **Puma** has partnered with the charity WaterAid to provide access to clean water in developing countries. The company has also launched a number of programs to promote diversity and inclusion in the sports industry.

These are just a few examples of how businesses in the sports industry can win at the business of sport in the age of social good. By defining their purpose, being authentic, making a difference, and communicating their impact, businesses can build strong customer relationships, increase brand loyalty, and attract top talent. And most importantly, they can make a positive impact on the world.

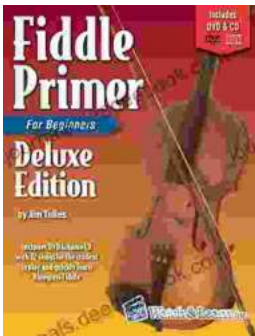


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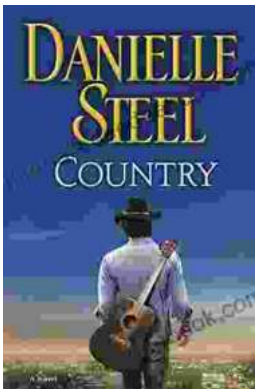
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