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Dear Bud,

I heard you speak to the national leadership council of the Boys' and Girls' Clubs of America at their annual meeting in Charleston, South Carolina. Having previously read your book, *4 Secrets of High Performing Organizations*, I was prepared for a dynamic, informative, and, most importantly, useful presentation. And, I was not disappointed. You delivered!

My experiences in senior management for global brands and now as a principal in a sports marketing consultancy have convinced me that there are a couple of essential skills required of business leaders trying to convey management concepts to new audiences.

The first skill is the ability to take complex material and turn it into common sense advice. Participants in leadership, management, and problem solving presentations and workshops do not have time for academic debates or to translate theoretical proposals. They want straightforward, practical, actionable, and inspirational material. You have this skill, this ability to present business concepts and case studies in a way that immediately registers with and motivates your audience.

The second essential skill is the ability to adapt material to meet the specific needs of each audience addressed. If a speaker does not take the time and have the insights to make what he or she knows relevant to the specific audience with which they are working, then why should the audience be there? The following quote attributed to Andre Agassi sums up my feeling: "The best coach is not the person who knows the most. It's the person who makes you better."

That also sums up my feelings about your approach to presentations. You customize your approach, and work hard to share relevant advice with each audience you address in order to make each participant better.

Best wishes in your upcoming engagements. I look forward to listening to you speak again in the near future!

Sincerely,

Warren Mersereau  
Partner  
SoccerSolutions, LLC