



THE BUSINESS OF SPORT

Jacqui spent twenty years in her sport; twenty years planning, learning, failing, overcoming adversity, developing, reinventing, striving and succeeding. She's now described as the greatest Aerial Skier of all time.

Jacqui uses ten points in her presentation to link business to sport, and sport to business. She will tell you that all the same ingredients needed to be successful in business, were needed to dominate a decade in her sport.

The fundamentals for being the greatest aerial skier of all time are also needed in business:

1. Goal set – plan.
2. Getting organised.
3. Learn the skill/craft. Keep the skills current.
4. Specialise so that you have a niche in the market.
5. Emphasising the importance continual growth.
6. Constantly reinvent yourself.
7. Persistence – adversity is everywhere.
8. Balance in work and life.
9. Process = outcome.
10. Performance.

Jacqui will tell you that she wasn't a super talented athlete, believes she's just a woman that had a passion – a real love affair with what she was doing. She worked harder than anybody else in her field, she followed a plan, she put processes in place and she was driven. She was determined, courageous, resilient and always had the self belief that enabled her to overcome anything or anyone that got between her and hers goals.

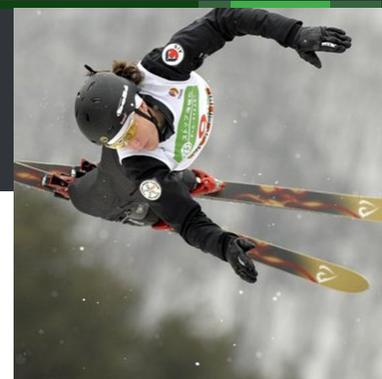
Champion athletes keep training when the crowd has left the stadium, they keep training when the lights have been turned off; they become winners when no one is watching. The same goes for successful people in business.

Jacqui's presentation entitled *The Business of Sport* includes:

- The DVD montage of her career narrated by Channel 7 sports presenter Mark Beretta
- 10 key components linking the parallels between sport and business
- Jacqui's philosophy on the attributes of a successful person
- Audience participation
- Photo opportunities with her crystal World Cup and World Championship gold medal
- Lucky door prizes

JACQUI COOPER

AUSTRALIAN OLYMPIC AERIAL SKIER | MOTIVATIONAL SPEAKER



Jacqui can tailor a presentation so that the theme of her delivery is exactly what a business or organisation needs to motivate staff or clients. Some of her recent presentations included:

- My story: *A View From The Top*
- Women in sport
- Goal setting
- Drugs in sport

Jacqui's presentation resonates with everyone that hears it and reminds us that with hard work, self belief and persistence, a world of success awaits. Before you know it, you like be thinking like a champion, and performing like one too.

Jacqui Cooper portrays the following characteristics:

Persistence	Reinvention	Strength
Longevity	Innovation	Excellence
Determination	Inspiration	Success
Self belief	Self motivation	Uniqueness
Overcoming adversity	Leader	Courage