



## How sport and business success have common roots

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**Posted On:** January 07, 2021

Table Tennis England Technical Director Alan Cooke talks about how sporting disciplines and lessons can translate into a business environment in an online interview with table tennis player turned business consultant Steve Mills.

Steve and Alan have known each other for 40 years and used to tour the country giving exhibition matches under the guidance of Colin Deaton. Steve was a top-10 ranked senior player before moving into business, while Alan went on to be six-time national singles champion and to compete at two Olympic Games, among many other accolades.

They talk about how their early days in the sport shaped their future successes and how life lessons, overcoming challenges and managing tough times helped their careers.

The interview for Steve's *Results* podcast on YouTube gives a fascinating insight and discusses characters who will be known to many in table tennis. It can be watched below – please be advised that there are a couple of minor expletives in this broadcast.

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