

Use your natural talents for business success

Many successful business people have used their natural talents to succeed in a business enter-



George Blanc
ASK THE EXPERT

prise. Occasionally, the talents were developed because someone cared enough to assist them during their earlier years to nurture these talents. Sometimes, these business people were fortunate to have been born with talents.

What is really important is before people consider going into business for themselves, they take serious inventories of all of their talents and acquired skills.

Most of us realize the secret to successful enterprises is providing quality products and services that are affordable and needed by society. If a person possesses the talent and the passion that a business really needs, he or she will have a greater opportunity for success.

Many former athletes have used their athletic abilities and successes to launch their businesses. In Fountain Valley we have such a former successful athlete in Mike Moore.

Mike owns the Moore Management Training Center at 11600 Warner Ave. Mike played high school varsity basketball, was named California Interscholastic Federation player and selected as the All-Orange County Basketball Player of the Year. After high school, Mike played for San Jose State and Westmont College where he participated in

the NIT championship.

After college, Mike was invited to participate in summer camps for the Seattle SuperSonics and the Phoenix Suns. He later played professional basketball in Peru where he led his team to a South American championship.

Starting in 1989, Mike decided to use his basketball passion by training Orange County high school athletes. Mike states that the Moore Management Training Center has been recognized by the training industry as one of the best programs in the country.

Since starting his company in 1989, Mike and his staff have diligently worked with players from six years old to the NBA level. He says he is very appreciative of all of his prior coaches and mentors who created the foundation for developing his talents and thriving business.

I asked Mike what he wanted to relay to the Fountain Valley business community. He recommends that before entrepreneurs start their own businesses, they should be prepared to financially subsidize their businesses for at least one year. They should be very knowledgeable, almost experts, in their chosen business industries.

If you wish to contact Mike, call him at (714) 549-7663 or e-mail him at mooremgt@yahoo.com. Remember, use your talents and skills as you start your own business.

CONTACT THE WRITER: George Blanc is a business coach in Fountain Valley. gblancbusinessadvisement@yahoo.com, www.businessadvisement.com, (714) 396-4214