

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

# OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



**FEATURING BOB RATHBUN**  
Sportscaster. Author. Communicator.

*“Effective communication is about listening deeply, understanding fully, and responding thoughtfully.”*

AS FEATURED IN CHAPTER 7:

**Play-By-Play Communication Strategies with Legendary Sportscaster, Bob Rathbun**

# CHAPTER 7: PLAY-BY-PLAY COMMUNICATION STRATEGIES WITH LEGENDARY SPORTSCASTER, BOB RATHBUN

Across decades in broadcasting, Bob Rathbun has learned that great communication isn't about being the loudest voice. It's about being the most intentional. His work as the voice of the Atlanta Hawks and a seasoned presenter taught him that listening, curiosity, and preparation are what turn words into results.

*"Sometimes the most powerful thing you can do is ask a better question, and actually wait for the answer."*

In this excerpt from *Obstacles to Opportunity*, Bob reflects on how great leaders use communication not as performance, but as connection. Whether on the court or in the boardroom, clarity and calm are game changers.

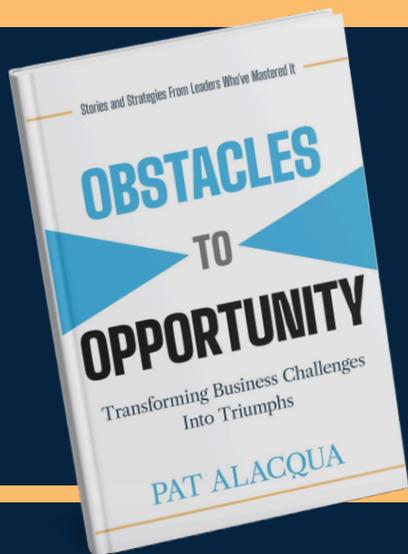
*"Your words carry more weight when they come from understanding, not urgency."*

**REAL LEADERSHIP COMMUNICATION  
BEGINS WITH PRESENCE.**

## ABOUT BOB RATHBUN

Bob Rathbun is an Emmy Award-winning sportscaster and longtime voice of the NBA's Atlanta Hawks. Known for his thoughtful communication and presence under pressure, Bob also speaks, writes, and teaches on how leaders can improve the quality of their interactions, on and off the mic.

**READ BOB'S FULL CHAPTER—AND EXPLORE THE VOICES OF OTHER  
TRANSFORMATIONAL LEADERS AT [PATALACQUA.COM/BOOK](https://patalacqua.com/book).**



## ABOUT THE BOOK

*Obstacles to Opportunity* is a collection of powerful, real-world stories from leaders across industries. Each navigating a significant business challenge and discovering the opportunity within it.

You'll find practical strategies, mindset shifts, and behind-the-scenes insights from executives, entrepreneurs, and operators who turned challenges into clarity, momentum, and growth.