

— TRANSFORMING BUSINESS CHALLENGES INTO TRIUMPHS —

# OBSTACLES TO OPPORTUNITY

A BOOK BY PAT ALACQUA



**FEATURING LOU DEPAOLI**  
Sports Innovator. Executive Search Leader.  
Strategic Playmaker.

*“True leadership is based on planning, trust, and innovation.”*

AS FEATURED IN CHAPTER 28:  
Building a Strategic Playbook with Sports Innovator, Lou DePaoli

# CHAPTER 28: BUILDING A STRATEGIC PLAYBOOK WITH SPORTS INNOVATOR, LOU DEPAOLI

Lou DePaoli's leadership success isn't about luck. It's about the playbook.

From his early days in sports marketing to high-level executive roles across MLB, NBA, NHL, and consulting, Lou has built a reputation for turning vision into execution.

*"The first thing I ask is: Where's the plan? Not the budget—your business plan. That's your playbook. That's how you lead."*

In this excerpt from *Obstacles to Opportunity*, Lou shares how communication, structure, and mindset combine to drive progress. Whether coaching executives, leading teams, or navigating major pivots, Lou's approach blends clarity and innovation with tactical rigor.

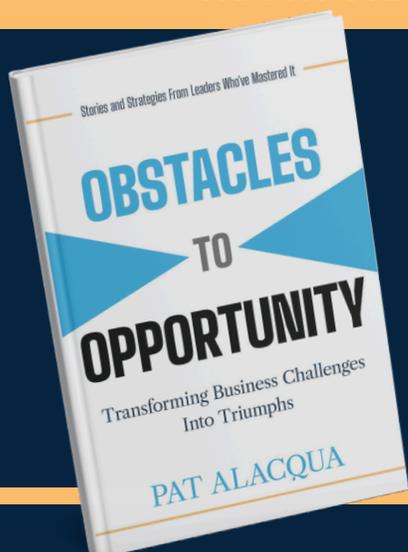
*"Listening, really listening, is one of the most underrated leadership skills. You can't lead a plan you don't understand. And you can't understand if you don't listen first."*

**DON'T MISTAKE EXPERIENCE FOR STRATEGY.**  
The right plan turns potential into performance—especially when trust, clarity, and creativity lead the way.

## ABOUT LOU DEPAOLI

Lou DePaoli is a transformational leader in sports and entertainment, with a legacy of results at organizations like the New York Mets, Pittsburgh Pirates, and Atlanta Hawks. Now President of Executive Search and Team Consulting at General Sports Worldwide, Lou guides C-level leaders and teams with a focus on structure, strategic clarity, and next-level planning. In his featured chapter, Lou reveals how building the right playbook, supported by listening, innovation, and trust can align teams and drive breakthrough results.

**READ LOU'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.