

Gold Medal Team: The Direction of Olympic Champions in Creating Successful Corporate Culture in Entrepreneurial Companies

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Abstract: *In the current era, the sports industry has garnered significant attention, creating a favorable external environment for Olympic champions to embark on entrepreneurship. During the entrepreneurial process, Olympic champions can leverage their professional qualities and star power to effectively integrate resources from various sources and efficiently conduct entrepreneurial activities. The successful entrepreneurship of Olympic champions, exemplified by figures like Li Ning, serves as a model for other Olympic champions seeking to venture into entrepreneurship. This paper, combining the inherent advantages of Olympic champions, explores how to cultivate a successful entrepreneurial company culture, aiming to promote the cultural development of startup companies and inject sustained vitality into the long-term health and development of the economy and society.*

Keywords: *Gold Medal Team; Olympic Champions; Cultivation; Startup Company; Cultural Success*

1. Introduction

In comparison to ordinary entrepreneurs, Olympic champions possess notable advantages, not only in terms of substantial fame and influence but also with a certain celebrity effect. However, when examining the entrepreneurial efforts of Olympic champions, it becomes apparent that some lack business investment knowledge, facing challenges such as difficulty in understanding market demands, grasping industry trends, and inadequate resource integration. Analyzing the entrepreneurial activities of Olympic champions not only establishes a solid foundation for their subsequent endeavors but also injects a new impetus into the prosperity and development of the market economy, providing an objective reference and learning opportunity for other entrepreneurial endeavors.

2. Entrepreneurial Advantages of Olympic Champions

2.1 Sporting Achievements and Superior Image

Olympic champions' accomplishments in the sports arena grant them high recognition among the public, which can be translated into brand influence during entrepreneurship. The names and images of Olympic champions themselves can serve as assets to attract customers and investors. Olympic champions typically have numerous sponsors and supporters, providing financial and resource advantages for their entrepreneurial endeavors. These sponsors and supporters contribute funds, equipment, marketing support, and networking resources to the entrepreneurial projects. In the sports realm, Olympic champions often engage in personal brand building, including image management, social media operations, and public relations. The experience gained in these areas can be effectively applied to establishing and promoting brands in entrepreneurship.

2.2 Abundant Network and Social Capital

Olympic champions usually establish extensive social networks within the sports industry, providing rich collaboration opportunities with partners, investors, mentors, and clients for their entrepreneurial ventures. Leveraging their influence in the sports world, Olympic champions can promote their entrepreneurial projects. Good reputation and visibility help them attract more customers and partners. Olympic champions typically receive widespread media attention, offering free media exposure for their entrepreneurial projects. Media coverage and interviews aid Olympic champions in

brand promotion, attracting more attention. Olympic champions need to focus on their social responsibility by giving back to society through entrepreneurial projects, using their influence and resources to drive improvements in the social environment and helping businesses establish a positive social image.^[1]

2.3 Adaptability to New Challenges

Olympic champions possess a strong learning mindset, understanding the need to continuously learn and adapt when facing challenges in new fields, making it easier for them to navigate changes and difficulties in entrepreneurship. Having often competed in high-risk sports events, Olympic champions have a higher tolerance for risk, and this adventurous spirit greatly aids them in achieving success in the competitive business environment of entrepreneurship. In competitive sports, Olympic champions must make rapid decisions in rapidly changing situations, facilitating their ability to respond quickly to market changes and competitive pressures.^[2] Olympic champions typically exhibit high levels of confidence and positivity, enabling them to overcome challenges and setbacks in entrepreneurship, ultimately achieving entrepreneurial success.

3. Significance of Advancing the Cultural Development of Entrepreneurial Companies Led by Olympic Champions

3.1 Enhancing Comprehensive Corporate Competitiveness

In the current era, cultural soft power has gradually become a crucial component of overall corporate competitiveness, a trend that holds true for startup companies. Advancing the cultural development of a company not only provides correct guidance and direction for its development and management but also facilitates later-stage transformation and upgrading. Adapting to the increasingly complex market environment is particularly important for enhancing a company's comprehensive competitiveness. Corporate culture possesses powerful centripetal force, tightly uniting employees in the pursuit of common development goals. Examining the development of entrepreneurial companies led by Olympic champions reveals that the cohesion of corporate culture primarily stems from the selection of fundamental company objectives. Corporate culture serves as a positive guiding force, including core values and company spirit, offering the right direction for corporate management and development. It promotes the organic integration of the company's vision with individual aspirations, laying a solid foundation for the company's later-stage development.^[3]

3.2 Facilitating Corporate Transformation and Upgrading

The success experiences of Olympic champions in the sports arena guide them to continuously innovate and seek new methods to enhance their performance. In corporate culture, encouraging employee innovation and continuous improvement helps companies adapt to evolving market and technological environments. Olympic champions, through extensive sports training and competition, have mastered teamwork and communication skills. In the corporate setting, teamwork is crucial for driving innovation and problem-solving, and fostering a positive team culture aids companies in better addressing challenges and implementing strategic transformations. Olympic champions are often strongly influenced by performance-oriented goals, pursuing excellence and outstanding achievements. In corporate culture, emphasizing a performance-oriented approach can inspire employees' competitive drive, propelling the company to improve production efficiency and quality. Olympic champions understand the need for learning and growth in the entrepreneurial process. In corporate culture, encouraging employees to continuously learn and enhance their skills is beneficial for attracting and retaining high-quality staff, promoting corporate transformation and upgrading.^[4]

3.3 Creating a Positive Corporate Environment

A positive corporate environment is not only conducive to daily corporate management but also beneficial for advancing later-stage transformations and upgrades. Advancing the cultural development of a company can serve as a subtle source of inspiration and motivation for employees, allowing them to enjoy the pleasure of work. This, in turn, motivates employees to be more proactive and creative, promoting a comprehensive improvement in their abilities and effectively enhancing the overall execution of the company. Additionally, corporate culture acts as a form of constraint, encompassing

moral and behavioral standards. When corporate culture reaches a certain level, these norms form an invisible binding force, essentially a "soft" constraint that guides employees to understand the meaning of their work and adopt the correct work methods, providing significant assistance for their later career development.

4. Current Status of the Cultural Development in Entrepreneurial Companies Led by Olympic Champions

4.1 Lack of Clear Development Planning

Entrepreneurial companies led by Olympic champions often rely on the founder's personal reputation and resources in the early stages, lacking clear development strategies and plans. This leads to companies easily losing direction during development, hindering sustainable growth. Even with explicit development plans, these companies may face challenges in executing strategies effectively due to founders lacking experience, resulting in difficulties implementing strategic plans and achieving expected outcomes. When entering new markets, these companies often lack thorough market research and analysis, overlooking market demands and competitive conditions.^[5] This hinders products or services from meeting market needs, impacting company development. Facing market challenges or changes, these companies often struggle to adjust strategies promptly. Due to concerns about their own image, founders are hesitant to change original plans, resulting in missed opportunities or entering difficult situations.

4.2 Low Emphasis on Corporate Culture

Entrepreneurial companies led by Olympic champions lack clear cultural values, focusing heavily on the competitive culture of the sports domain. However, they fail to effectively convey the company's core values internally, leaving employees and partners unclear about the company's cultural positioning and goals. Some founders excessively emphasize personal competitive spirit, neglecting the importance of teamwork and leadership, causing insufficient collaboration within the company and management issues at the leadership level. These companies have not established a culture that encourages employee participation, causing employees to feel overlooked and struggle to unleash their potential, affecting overall work efficiency and employee satisfaction. With insufficient training and development opportunities, employees lack necessary skills and knowledge, making it difficult to perform their roles effectively and contribute fully.

4.3 Lack of a Professional Talent Team

Founders of entrepreneurial companies led by Olympic champions are typically experts in the sports field but may lack expertise in other areas, leading to a lack of knowledge about best practices in business areas such as marketing, sales, and finance, resulting in operational issues.^[6] Due to a lack of recruitment and talent management experience, these companies may hire unsuitable employees, leading to coordination issues and dissatisfaction among staff, impacting company performance and development. Founders often lack experience in managing teams, making it challenging to effectively lead and guide employees and potentially causing internal management problems, including insufficient leadership, communication issues, and irrational decision-making. The employee team composition tends to be relatively homogeneous in terms of gender, culture, and background, limiting innovation and making it difficult for the company to meet the diverse needs of different customer groups.

4.4 Brand Building Needs Improvement

Despite founders having high personal visibility, entrepreneurial companies led by Olympic champions often lack independent corporate brand recognition, placing them at a disadvantage in market competition and making it challenging to attract more customers and investors. These companies often have unclear brand positioning, lacking clear target customers and market focus, resulting in unclear market communication and customers struggling to understand the company's value proposition. Entrepreneurial companies led by Olympic champions may not actively promote brand image construction, including visual identity, publicity, and marketing activities, lacking an attention-grabbing and attractive brand image. Startups may easily overlook brand reputation

management and maintenance. In the face of negative events or issues, the company struggles to respond, ultimately damaging its reputation.

5. Cultural Development Strategies for Entrepreneurial Companies Led by Olympic Champions

5.1 Clearly Define Corporate Development Goals

Entrepreneurial companies led by Olympic champions should articulate the company's vision and mission, providing a solid foundation for cultural development. The vision describes the desired future wishes and goals, while the mission outlines the responsibilities and values the company undertakes to achieve the vision. These factors guide employee behavior and decision-making, ensuring alignment toward common goals. In addition to vision and mission, these companies should set specific strategic objectives to guide long-term development, including increasing market share, revenue growth, and product or service expansion. Clear strategic objectives help employees understand the company's strategic direction, fostering motivation. To ensure the realization of development goals, these companies should establish measurable performance indicators covering financial performance, market share, customer satisfaction, and employee performance. Regular monitoring and evaluation of these indicators allow the company to adjust development strategies and ensure the achievement of expected goals. Development goals should not only be the responsibility of management but also involve all employees. Regular employee meetings, internal communications, and team-building activities can guide employees to understand and share the company's goals and progress, facilitating the establishment of a culture of teamwork.^[7]

5.2 Actively Cultivate Corporate Culture

Entrepreneurial companies led by Olympic champions should foster a positive corporate culture that encourages collaboration, innovation, and continuous improvement. This includes creating a positive work environment, encouraging employees to contribute suggestions and opinions, and rewarding outstanding performance. A positive corporate culture contributes to increased employee satisfaction and efficiency. Effective communication is key to establishing a positive corporate culture. In the management and development of entrepreneurial companies, Olympic champions should establish clear communication channels to ensure employees can share information, opinions, and suggestions. This includes regular team meetings, employee feedback channels, and online collaboration tools. Transparent communication facilitates a better understanding of the company's goals and strategies. Corporate culture should encourage employees' personal growth and development. Entrepreneurial companies can provide training and development opportunities to support employees in enhancing skills and knowledge. Encouraging active participation in learning and development helps achieve both individual and company goals. Entrepreneurial companies can draw on the teamwork spirit from the sports field, emphasizing teamwork in the workplace and guiding employees to collaborate to solve problems and achieve goals, fostering a positive team culture. In the process of building corporate culture, it is also essential to analyze the development trends of the current society and era. Continuous adaptation to evolving consumer demands and attitudes is crucial, providing the corporate culture with a new and contemporary significance, not only guiding management and development but also enhancing overall competitiveness.

5.3 Leverage Brand Effects Effectively

Entrepreneurial companies led by Olympic champions can fully leverage the personal brand effect of the founder, integrating individual athletic achievements with the company brand to enhance visibility and market competitiveness. The personal brand serves as a vital asset for brand promotion and market outreach. The positioning of the company brand is part of corporate culture and should align with the company's core values and development goals. Entrepreneurial companies should ensure that brand positioning clearly communicates the company's uniqueness and market positioning, helping customers and partners better understand the company's value proposition. Olympic champion-led entrepreneurial companies can enhance brand awareness through active brand promotion and publicity activities, including advertising, social media campaigns, and sponsorship events. Increased brand exposure attracts more customers and partners. Since the reform and opening-up, China's market economy has flourished, creating a favorable external environment for the construction of the sports industry. Li-Ning sponsored the Chinese national team's sportswear for the Asian Games in 1990, and

Li-Ning's brand image gained popularity domestically and internationally during major international sports events. In 2002, Li-Ning established a new brand positioning: "Anything is Possible," bringing significant innovation to the company's mission, vision, and values. The success of the Li-Ning brand highlights the importance of brand effects. In the management and construction of entrepreneurial companies, Olympic champions need to leverage their champion effect, creating a unique market positioning and brand effect, contributing significantly to the cultural development of entrepreneurial companies.

5.4 Build a Professional Gold Medal Team

A professional technical team lays a solid talent foundation for corporate culture development, making it crucial to build a professional gold medal team. Olympic champion-led entrepreneurial companies need to formulate scientific talent development plans based on their talent needs, establish professional recruitment and selection processes to attract high-quality employees. This includes setting clear recruitment standards, interview processes, and background checks. An efficient recruitment process attracts high-quality talent. With targeted talent development plans, companies can facilitate the construction of a professional gold medal team. Leadership at the executive level is particularly important, and Olympic champion-led entrepreneurial companies can invest in leadership training and development to ensure that the leadership team possesses the necessary skills to lead and manage employees. Leadership development contributes to driving the company's development and achieving goals. Regular team-building and training activities help improve employee collaboration and teamwork. These activities may include team-building events, team training, and communication training. Cultivating teamwork is crucial for the company's successful development. Companies should establish effective performance evaluation and incentive mechanisms to motivate employees to continually improve performance. Olympic champion-led entrepreneurial companies can define clear performance indicators and provide rewards and promotion opportunities based on employee performance, further inspiring employee motivation and dedication, contributing to the cultural development of entrepreneurial companies.

5.5 Deeply Reinforce Core Values

The reinforcement of core values is a focal point in corporate culture development, and Olympic champion-led entrepreneurial companies should clearly define and strengthen core values, forming the cornerstone of corporate culture. Core values are the principles and values that companies adhere to, guiding employee behavior and decision-making. They mainly include integrity, excellence, innovation, customer orientation, and more. Companies should actively convey and reinforce core values to ensure that employees understand and adhere to these values. This can be achieved through internal training, employee handbooks, and cultural activities. Conveying core values is advantageous for building a consistent corporate culture. Olympic champion-led entrepreneurial companies can cultivate employees' core values through training and development, providing ethical and moral training, leadership training, and cultural education. Cultivating core values ensures that employee behavior aligns with the company's vision and mission. Companies should establish incentive mechanisms to reward behavior that aligns with core values, including bonuses, promotions, and honor rewards. By incentivizing behavior in line with core values, companies encourage employees to actively embody the company's values. It is essential to note that core values are not static and should be continually enriched and optimized to align with the company's development and operational needs.

6. Conclusion

Culture is a crucial component of a company's overall competitiveness and a key factor in attracting and retaining top talent. Regardless of the industry, corporate culture holds a pivotal position and advancing cultural development lays a solid foundation for the company's later transformations and upgrades. Olympic champions, in their entrepreneurial journey, must place greater emphasis on corporate culture development. By taking measures such as defining corporate development goals, actively cultivating corporate culture, leveraging brand effects effectively, and building a professional gold medal team, they can propel the company's cultural development. This not only safeguards the company's long-term and healthy growth but also injects a fresh vitality into sustainable economic and social development.

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