



Environment Management

It is my opinion that most budgets that are wasted with unproductive seasons, are a direct result of the failure of the environment into which the money is invested. What this means is that the teams waste your hard earned money. The teams then blame the driver for the poor results - and yet still look to the driver to bring the next years budget to try again.



If the relationship breaks down (a large % of the time) and the driver gets blamed (a large % of the time), the driver then works hard to gather the budget to keep racing. He then moves to another team, and the cycle is

again repeated (a large % of the time). This cycle can be stopped and HOPE does NOT need to be your strategy. This is one of the areas that DDA specializes in - mainly because we have witnessed the downward cycle far too often.



So what does environment management mean. It means that the correct environment for the athlete to thrive in is pre negotiated with the team



and it is adjusted as needed by DDA as the season progresses.

Our experience so far is that teams who truly want to win, will also thrive in this type of environment and therefore will welcome the input from DDA. Teams that do not want to know about environment management are usually the teams to stay away from. DDA has a TPN (Trusted Partner Network) of teams who believe in doing the right things - and not just doing things right.

Part of the DDA mission is to have the drivers reach their maximum potential and have the highest ROI on any invested monies. How would you like to have a true learning and supportive environment? How could you get it in place. What might the results be if it did happen? Who do you know that can create that environment for you.



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