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From entrepreneur and amateur athlete to Olympic athlete – the exciting story of Steve Hiestand



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In this article I show the very exciting path of Steve Hiestand, a Swiss-Brazilian dual citizen, entrepreneur and hobby top athlete. Steve's ultimate goal, besides successfully running his company **STEVE Hiestand COACHING** ([HTTP://WWW.STEVHEIESTAND.CH](http://www.stevehiestand.ch)), is to participate as an athlete at an Olympic Games.

Read here the unique story of Steve Hiestand and how he successfully combines entrepreneurship and top-class sports including the effort for the Olympic qualification for Beijing 2022. And this at the tender age of 37 with the support of family, friends and sponsors.

Initial situation and goals

The initial situation was that Steve was originally a rower and no one knew him in the Brazilian Snowsports Federation. Then a conversation with the president of the Brazilian rowing federation led to the president introducing Steve to the president of the Brazilian snow sports federation.

Then came already the first problem. Steve could not go to Brazil, where he should have presented himself. That was December 2018 / January 2019. The initial situation was also that Steve did cross-country skiing only as a compensatory sport.

His motivation is the Olympic Games. He just wants to get there now. It's such a relentless dream. Because he just missed it in Rio in 2016 with rowing. He had qualified as a rower for the Rio Olympics in 2016, but then was not called up by the Brazilian federation. At the time, Brazil had qualified four rowers for the Olympics for the first time in history, but were only able to enter two. Steve was the one athlete that the federation did not enter.

Currently the same thing is happening. Brazil, for the first time in its history, has four cross-country skiers who are on par. It is also the first time that Brazil participated in the 2021 World Cross Country Championships in Oberstdorf with athletes. In the team sprint was a men's team as well as a women's team, as well as in the supreme discipline relay, a men's team. All this, as in 2016 in rowing, thanks to the strong commitment of Steve Hiestand.

External communication

Steve has analyzed his 2016 communications and started to do some things better. He has created a new, very professional website that better supports his communication. On his website you can see Steve's story and videos of competitions as a cross-country skier.

To become known, Steve has activated his social media contacts. For this purpose he always has a photographer with him who takes photos for him. All the photos on his website or social media channels are from his photographer. It should be noted here that the photographer, actively supports Steve both as a coach and as a supporter.

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One marketing story was to get noticed in the media by designing his own race suit. Which Steve has done very well so far.

Even though Steve is not one of the top runners in the races, he deliberately runs through the media zone every time. The chance that he will be stopped for an interview is therefore greater. Ukrainian and Russian television as well as Eurosport have already featured him.

Measures and implementation for sustainable success

In terms of training, Steve has made sure that his time management gives greater priority to daily training. Regarding regeneration, his daily business appointments are arranged in such a way that he has the greatest possible recovery.

Tracking and recognizing that the measures are taking effect

In the trainings, Steve checks the implementation with his measuring devices, which he uses daily in his company for his customers. He does the performance diagnostics and optimization himself.

Medially, he pays attention to the interactions that take place on his website. How many visitors come to his homepage or Instagram profile based on his communication? How many visitors come directly to his website from his Instagram profile?

For example, more visitors come directly to his website than through Instagram. That means a lot of traffic comes via word-of-mouth recommendations or via the search engines. In terms of SEO, Steve has done everything organically so far. In the future, Google Ads will come in as well.

Last year Steve communicated and this year the goal is to set up partnerships and fix the budget for the entire 2021/2022 season.

Feedback of the findings

Steve works digitally and has made a list of what has not gone optimally in the past or where there is potential for improvement. He works through the list step by step.

One point is to look for funds that give him time and take pressure off (head sponsor). That went well last year and is to be expanded more in 2021.

Three key points for sustainable success

In summary, three points were mentioned that are crucial to achieving sustainable and recurring



success:

1. the right people in the right places – disengaging from unnecessary things that you feel you need and effectively don't need after all. Consciously saying NO.
2. tackle a task and focus fully on it – go ALL-IN
3. be true to yourself – what you really want, you do without external motivation

Bridge into business

How can Steve's insights be applied by entrepreneurs and leaders in their businesses?

Incorporating lessons learned into one's daily routine is the be-all and end-all for the further development of organizations. Here are the key points:

Identity and Leadership

Every company was founded with an idea and has its own identity. Preserving and living this identity, with all external influences, is the responsibility of the top management. In many companies, this is where the wheat is separated from the chaff.

Steve manages, despite all adversities, to fully stand up for his idea and to always keep his ultimate goal and his values in focus. He doesn't deviate one millimeter from his course. When he was not nominated for the Olympics in 2016, he reinvented himself (from rower to cross-country skier) and had the courage and power to take off again. This is true transformation.

In the situation Steve found himself in, it requires real leadership qualities. For example, recognizing the truth, honesty with oneself, and the will to restart the project and follow through. Without these qualities, the project would not have happened. Steve went ALL-IN.

Strategy and operations

Steve had to "tickle" a new strategy out of himself after Rio 2016 in order to be able to continue to pursue his goal. In doing so, he didn't abandon his core competency of "being polysporty". He did, however, have to learn a new skill – cross-country skiing.

I recommend this to companies in their everyday lives as well. How many companies are there whose market is not the same as it was years ago and need to reinvent themselves? There are. These have flourished in the past and have been undercut by the changes in the market. These companies all have core competencies. The question, however, is "How quickly does the company manage to penetrate new markets or learn new competencies with its existing competencies?"

Steve has also optimized and adjusted his operational business. He has re-planned and restructured everything and created the freedom he needs to achieve his goal. He has let go of

the unnecessary, freeing up new energy to spend on more important things. He has done this consistently.

How many entrepreneurs and leaders are there who know they should be doing something, yet put off making changes? To really achieve one's goals it is advisable to tackle the problems quickly and consistently. The longer you wait, the greater the damage.

Marketing / PR

Steve relies on his digital and media presence for marketing and PR. That means website, social media, newspaper articles and TV contributions. He expands his personal brand cross-medially and combines classic with new media. This is how Steve currently gets the most out of his resources.

It is well known that professional marketing and PR are the most important means to communicate the main message of a company. Used correctly and consistently, they greatly increase a company's presence.

Clear communication also promotes identification with the company and gives everyone involved a clear identity. Which in turn makes it easier to retain employees. What is your company doing in this regard?

Tracking and feedback of findings

By collecting good quality figures and information and interpreting them correctly, a company creates a sound basis for making decisions. Here, practice shows that there is often a lack of data quality and systematic reporting.

If the data quality is given and the figures are looked at weekly, then the prerequisites for a sustainable development of the company are given. This is where a lot of optimization potential lies, both for small, medium and large companies.

Steve Hiestand has a very good handle on this for himself. He has a background in performance diagnostics and is used to tracking for his clients. He does the same for himself as an athlete as well as for his project as a whole. He immediately incorporates his findings into his daily training routine as well as for achieving the "Olympics 2022" goal and adapts immediately.

Outlook

Holistic implementation across all levels in a company is not always easy. However, it does not have to be. There are simple and practicable solutions that quickly bring very good results.

Contact me. I will show you safe ways that will quickly take your company to the next level.

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As a Business Consultant, I help athletic entrepreneurs advance their business and personal lives with more ease. I also create content.

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