



# CEO Exclusive Explores Ways to Make Business Recession-Proof

*Boosterthon Fun Run talks about how they survived the recession in a difficult industry*

ATLANTA, GA, US, March 6, 2017 /EINPresswire.com/ -- Atlanta, GA March 6, 2017: Last week CEO Exclusive host Soyini Coke sat down with Chris Carneal (CEO) and Stephen Murray (COO) of Boosterthon Fun Run to discuss education, culture, and how Boosterthon, which is focused on helping schools across the U.S. raise money, survived the Great Recession in a very difficult industry. They share powerful lessons that are highly relevant across industries.

Carneal's leadership style is focused on empowering his team, especially in difficult times. Often when a company restructures, culture-building activities are among the first casualties. This was not the case for Boosterthon. Even in the most difficult times for the business, Carneal and his executive team racked up sky miles visiting Boosterthon teams around the country, offering encouragement and support. He says, "My job was to keep a glimmer of hope in our team...in-person meetings, late-night celebrations, dinner with the team. We were not cutting costs in terms of team culture, and if anything, we were spending more to make sure the team saw the vision."

Carneal and his team also got creative with their budget. They hired a CFO, and found ways to move about 20% of their fixed costs to variable. They focused on ways to serve their clients more effectively, improved their message to donors, and were able to increase market share during the downturn. The full podcast is available at [ceoexclusiveradio.com](http://ceoexclusiveradio.com), or on [iTunes](#), and the full article on [LinkedIn](#).

## About the Boosterthon Fun Run

The Boosterthon Fun Run is a national fundraising program that promotes fitness, leadership, and character, and partners with more than 1,900 schools each year. Since its founding in 2001, Boosterthon has raised schools more than \$150 million and reimagined an industry that relied on students selling products door-to-door. Through Boosterthon, students benefit from a fun, interactive program that makes a positive impact on schools and develops leaders. On average, Boosterthon Fun Run schools increase profits by 70 percent, compared to traditional product-sale fundraisers. For more information, visit [www.boosterthon.com](http://www.boosterthon.com).

Soyini Coke is the host of CEO Exclusive on Business RadioX. Soyini interviews successful mid-market CEOs weekly to get emerging trends in their industry or area of expertise. They discuss issues CEO to CEO. The show airs every Tuesday at 8AM Eastern at [www.ceoexclusiveradio.com](http://www.ceoexclusiveradio.com).

Soyini is also the Founder and Managing Principal at Annona Enterprises, which she created to provide actionable, profitable strategies to companies up to \$100M in annual revenues. She started as a business analyst at McKinsey after graduating cum laude from Harvard University in 1998 with a Bachelor of Arts in Applied Mathematics and Economics.

Soyini Coke  
CEO Exclusive Radio

404-436-8121  
email us here

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