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Robin Roberts

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Robin Roberts:

the woman to be

by: Katie Fletcher



Who is Robin Roberts?



1

Introduction

Famous attributes and notable achievements

2

The Early Days

How did she become Robin Roberts?

3

Management Philosophy

What's she like in business?

4

Business Model

Good Morning America's business aspects





1

Introduction

Famous attributes and
notable achievements



Introduction

- ❖ Robin Roberts is a co-anchor on *Good Morning America*
- ❖ Hosted ESPN's *SportsCenter* (1989-2005)
- ❖ Diagnosed with breast cancer in 2007
- ❖ Diagnosed with myelodysplastic syndrome in 2012
- ❖ Won multiple awards for journalism and inducted into Sports Broadcasting Hall of Fame in 2016
- ❖ Transparency, Integrity, and Grace



2

The Early Days

How did she become
Robin Roberts?



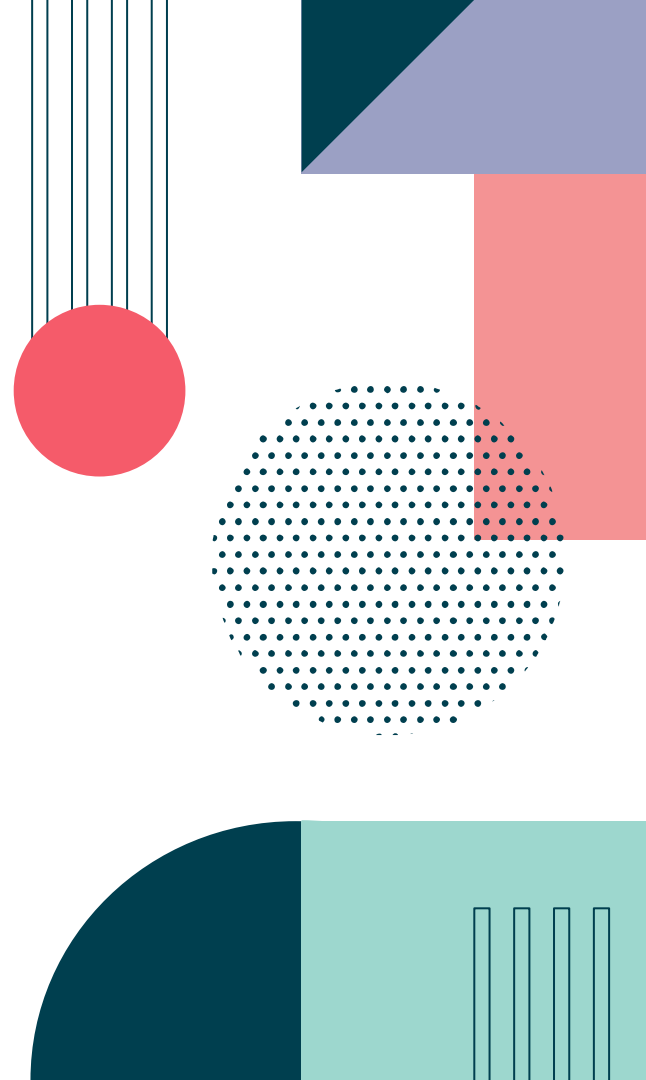
The Early Days

- ❖ Born in Tuskegee, Alabama in 1960
- ❖ Southeastern Louisiana University
- ❖ 1st Job: sports reporter for local station
- ❖ ESPN hires her as host for *SportsCenter* in 1989

3

Management Philosophy

What's she like in
business?



Management Philosophy

- ❖ Transformational Leadership
- ❖ Enduring & Emerging Styles
- ❖ Connector Mindset

"Robin shows up, and I just remember all the lights in the room being brighter. There was sun where there wasn't sun."

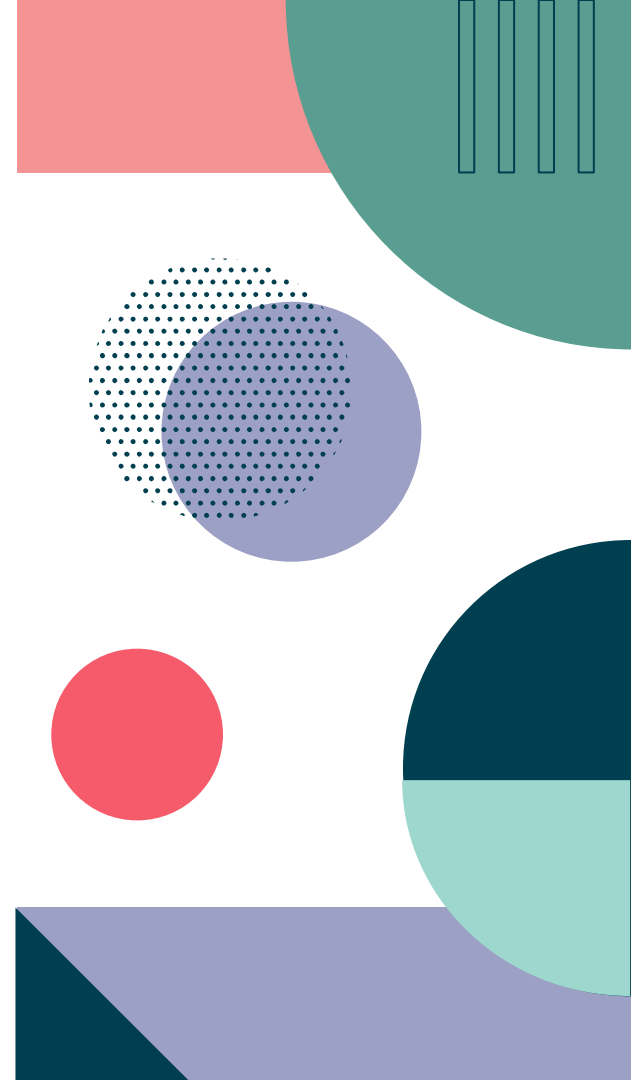
- Diane Sawyer



4

Business Model

Good Morning America's
business aspect





Business Model

- ❖ Viewership and customer centered
- ❖ High commercial frequency
- ❖ Merchandise

The background is a solid light blue color. It features several decorative elements: a dark teal triangle in the top-left corner; a light teal circle and a larger dotted light teal circle in the top-right; a light teal circle and a larger dotted light teal circle in the middle-right; a light teal circle with two vertical lines on top in the bottom-left; and a light teal semi-circle at the bottom center. In the bottom-right, there are two overlapping rectangles, one light teal and one dark teal.

Conclusion