

# LEGACY SCORECARD



## Michael Phelps

• Michael's mastery in the pool including his outstanding collection of Olympic gold medals and world records has solidified his ***Athletic Achievement*** Cornerstone.

• ***Public Exposure, Business Partnerships, Sustainability*** are growing with each new accomplishment. Continued and sustained growth beyond swimming and the Olympic window will solidify his global Legacy.

• ***Philanthropic/Social Impact*** and ***Human Resources*** are the Cornerstones that need the most amount of work and dedication to further enrich Michael's Legacy.

**SCORE** **91.93**

### Six Cornerstones of Legacy Management

100%

**Athletic Achievement**

92%

**Public Exposure**

27%

**Philanthropic Social Impact**

36%

**Human Resources**

87%

**Business Partnerships**

100%

**Sustainability**

As of August 14, 2008