

# THE POWER GRADIENT

## Inspiring Future Entrepreneurs

### ParentPlayer

ParentPlayer creates simple, powerful tools like the TeenReconnect Journal to support honest reflection and meaningful connection between players and parents. Our mission is to keep relationships strong while dreams are being chased.

[www.parentplayer.com](http://www.parentplayer.com)

### Key Takeaways

#### Lead With Value:

Success starts by genuinely showing up and adding real value before expecting anything in return.

#### Resilience Through Adversity:

Hitting rock bottom taught Craig that rebuilding with authenticity leads to deeper strength and purpose.

#### Success Through Impact:

True success is measured by the positive difference you make in the lives of others, not just personal wins.

#### Power of Reading:

Reading widely, even for a single idea, can provide the insight needed to transform your path.

#### Protect Your Identity:

Never sacrifice who you are for success, because real fulfilment comes from staying true to yourself.



Connect with Craig Wright:

<https://www.linkedin.com/in/craig-wright-parentplayer/>

## Meet Craig Wright

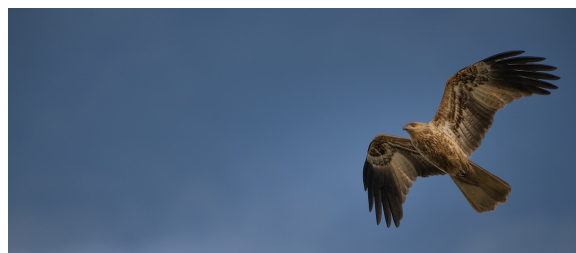
Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to share the inspiring story of Craig Wright, a parent, coach, and founder of ParentPlayer. Drawing from his own experiences as both a parent and someone who navigated the academy football journey first-hand, Craig created ParentPlayer to help families stay grounded and connected through the often intense world of youth sports. He understands the pressure, the expectations, and the emotional rollercoaster families face when a young player is pursuing their dreams. Craig's passion lies in strengthening the bond between parent and player, ensuring that the pursuit of success does not come at the cost of meaningful family relationships. His journey, rich with lessons in resilience and authenticity, forms a powerful foundation for helping families thrive on and off the field.

# The Heart Behind ParentPlayer

Craig's journey was shaped by a defining moment at 15, when years of hard work earned him a professional football contract in principle. It felt like everything he had worked for, but looking back, he sees how the noise, politics, and pressure made him lose the hunger and focus that brought him initial success. A five-minute phone call ended his dream, and although stepping away felt like his choice, it triggered years of internal struggle. By 25, Craig hit rock bottom, facing a complete breakdown and a deep loss of identity. Rebuilding from the ground up taught him resilience and gave him the clarity and purpose he now brings to ParentPlayer.

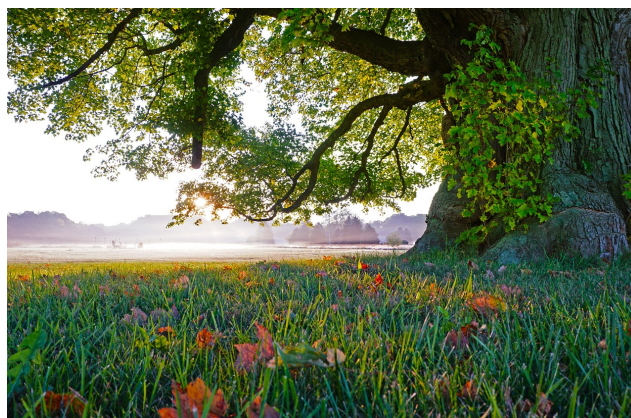
## Add Real Value

One of the most influential aspects of his upbringing was learning that if you want something meaningful, you have to give value first. This principle has shaped every part of his approach to life and business. Whether building partnerships or supporting a family through the emotional journey of academy football, Craig always leads with a desire to add real value. He was raised in an environment where hard work, and showing up for others mattered more than just talking about it. That background gave him a deep understanding that success isn't just about personal achievement, it's about the impact you have on others. It's this foundation that fuels his drive to build ParentPlayer into something more than a business: a community that genuinely supports and uplifts clubs, parents, and players while staying true to the idea that creating something real requires care, authenticity, and consistent effort.



## Never Trade Identity

Reflecting on his own journey, Craig highlights the importance of being intentional about who you trust with your business and your mission. In earlier ventures, he made the mistake of giving too much responsibility to the wrong people and learned that protecting the heart of what you've built is just as important as growing it. Finally, he leaves us with a powerful reminder: "Stay authentic. If you ever feel like you have to be someone else, or can't admit you don't have all the answers, you're probably in the wrong room. The right spaces will let you grow without losing who you are. Never trade your identity for opportunity because once you lose yourself, nothing you build will feel real."



## Power of Reading

When offering advice to those just starting their journey, Craig emphasises the importance of learning from everyone. He encourages new entrepreneurs to read as much as possible, even if only one idea from a book sticks, because that single idea could make all the difference. Surrounding yourself with diverse perspectives is crucial, and it's important to remember that there is no shame in not knowing everything. Craig points out that the fear of failure will always be present, but what matters most is how you respond to it. Every setback should be seen as a learning opportunity, not a defeat. Staying curious, embracing growth, and staying true to your vision is key.