

VPS NEWSLETTER

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FEATURE ARTICLE

The Back Office Needs The Right AI Strategy

Sports organizations already have technology. Yet high-stakes work is still slowed by disconnected systems, manual follow-up, inconsistent communication, and knowledge trapped in inboxes. Another platform alone will not fix that. The right AI strategy begins with one business problem and builds around the people, processes, culture, and data boundaries already in place.

Start with one high-friction workflow:

- Manager coaching and difficult conversations
- Onboarding and policy questions
- Coaching, roster, or leadership transition communications
- Culture reinforcement and repetitive administrative work

FROM THE CEO

Built for the People Behind the Performance

Every sports organization is powered by the HR leaders, operations teams, managers, and executives who keep it moving through constant change. This September, Veaux is launching AI business solutions for sports organizations leading with AI and backing it with the culture and HR expertise that has always defined our work.

Our focus is sharper, but our services remain available across industries. We are building practical solutions that help sports leaders make better decisions, communicate clearly, develop managers, and protect culture. Technology should not replace the human side of sports; it should give leaders better tools to lead it well.

— Hope Malveaux, CEO & Founder

THE VEAUX PRO DIFFERENCE

Most AI firms do not understand sports. Most HR firms do not understand AI. Veaux brings both plus our proprietary 12 Culture Paradigms methodology.



LEADERSHIP PULSE CHECK

Ask Your Back-Office Team

- Which recurring task consumes the most leadership time?
- Where do managers give inconsistent answers?
- What knowledge would be lost if one key person left?
- Which transition creates the most cross-department confusion?
- What information must never enter a public AI tool?

CULTURE IN ACTION

Make Recognition a Repeatable System

Capture the culture standard behind the event; use clear nomination and approval rules; let an approved AI workflow organize verified research and draft profiles or talking points; keep people responsible for fact-checking and final decisions; then extend the story into onboarding, manager discussions, and community follow-up.

VEAUX PRO AI SOLUTIONS

Four Practical Ways to Start

1. AI READINESS ASSESSMENT

Diagnose your people, processes, culture, and data practices; identify the highest-value opportunity; and leave with a practical roadmap.

2. AI WORKSHOP

A live 30–45 minute session where HR, operations, or leadership teams learn one useful AI skill and apply it in real time.

3. CULTURE & PEOPLE STRATEGY

HR outsourcing and change management infrastructure grounded in the 12 Culture Paradigms so AI adoption can succeed.

4. AI TOOL LICENSING

Put Veaux coaching, culture, and change-management tools directly in your team's hands, licensed and maintained on retainer.

RESPONSIBLE AI

Useful, Secure, and Human-Led

Every engagement defines what information may be used, who has access, where human review is required, and which decisions must remain with qualified leaders. AI can organize, draft, and guide preparation. People remain accountable for judgment, empathy, and action.



VEAUX SPONSORSHIP HIGHLIGHTS

Veaux Sponsored Jayne Kennedy at Black Excellence Night

Veaux Professional Services proudly sponsored the recognition of legendary broadcaster and actress Jayne Kennedy during the Houston Dash's Black Excellence Night. Kennedy was the first African American woman to anchor a network television sports show, opening a door that generations have walked through. Supporting her recognition was a meaningful reflection of Veaux's commitment to representation, culture, and leadership in sports.

MORE THAN AN EVENT

You created a moment that honored our history, lifted our community, and showed what winning culture looks like on the pitch and beyond it.

Along with Jayne Kennedy, the Houston Dash recognized these Houston

trailblazers whose work spans education, athletics, journalism, philanthropy, and the arts.

Veaux celebrates Jayne Kennedy and every honoree acknowledged that evening. Thank you to Angela Hucles Mangano, President of Women's Soccer for the Houston Dash, and to the entire Dash team and staff.

THE IMPACT

- Celebrated a barrier-breaking woman in sports media.
- Elevated Houston leaders and connected sports, history, and community.
- Demonstrated how recognition can bring organizational values to life.

FINAL WORDS

AI Strategy. Human Results.

Veaux helps sports organizations build AI-ready cultures and stronger back-office operations through practical education, real applications, and evidence of the work. Start with one conversation, one workflow, and the right first move.

Book a complimentary discovery call or request an AI workshop at veauxpro.com.



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TEAM TO WATCH

Los Angeles Angels: A Front Office Rebuilt Mid-Season

As of September 1, the Angels have made their fourth front-office promotion in a matter of days, elevating Michael Lord and Matt Swanson to assistant general managers under interim GM John Mozeliak. In just two months since taking the reins in late June, Mozeliak has overseen a first-round high school draft pick, the franchise's first true fire-sale trade deadline in the Arte Moreno era, and the firing of the pitching coaching staff. The moves have already reshaped the farm system's outlook, pushing the Angels from the back of preseason rankings into the middle of the pack.

VEAUX PRO'S TAKE

This isn't one front-office change it's four in rapid succession, layered on top of coaching staff turnover and a trade deadline overhaul, all inside a single season. That pace tests whether an organization can rebuild its structure and its culture at the same time, without either one stalling the other.

Where the Back Office Matters

Stacked leadership changes ripple into HR, internal communications, scouting operations, and player development pipelines all at once. Staff need clarity on who they report to now. Coaches and scouts need consistent messaging as titles shift under them. Institutional knowledge from departing staff needs to be captured before it walks out the door, and new AGMs need onboarding that gets them productive fast, not months from now.

How Veaux Pro Could Support THE ANGELS

- Create one AI-powered transition brief for reporting lines, roles, and decision rights
- Build manager and scout talking points that explain the changes without over-explaining the "why"
- Map handoffs between outgoing and incoming staff before institutional knowledge is lost
- Deploy a culture-aligned onboarding assistant for the new AGMs and their teams
- Run a 30-day pulse check for morale, role clarity, and workload strain across the front office

What Success Looks Like

New leaders productive within weeks, not months. A scouting and player development staff that trusts the chain of command. Fewer "wait, who do I ask now" moments. A front office that can keep rebuilding without losing its footing.

THE BOLD QUESTION

If the roster can be rebuilt in two months, can the front office rebuild its culture just as fast? Veaux can help build the system that makes the answer yes.

[OFFICIAL LOS ANGELES ANGELS WEBSITE | MLB.COM](http://OFFICIALLOSANGELESANGELSWEBSITE.MLB.COM)

Sports Moves Fast.

The Back Office Must Learn Faster

A roster move, public incident, or leadership decision can require an immediate response. AI can help leaders organize facts, prepare options, and draft culture-aligned messages—but speed without judgment creates risk. The opportunity is not to automate humanity out of the work. It is to give people better support when leadership matters most.