

Gaining the edge to get a job in sport









My formula

1. Get used to working hard
2. Find a vision to work towards
3. Have the courage to pursue it
4. Be you



20 NEWS

SATURDAY AUGUST 1 2020 GEELONGADVERTISER.COM.AU

NATALEE KERR

AFTER losing his dream job at Cricket Australia, Reuben Williams decided to move to Lorne and start a fresh venture – a change that inspired a new path of success.

When Mr Williams was stood down in April due to the impact of COVID-19, he

turned to the beach in a bid to relaunch his career.

In eight weeks spent at Lorne, he has started a business, cycled the Great Ocean Road daily, had his role made redundant, and launched a top-ranking podcast on iTunes.

"When I got stood down, I was tossing up what to do?" he said.

"I then asked myself, 'When am I ever again going to get the chance to move to the beach to work on a business I'm deeply passionate about?'"

With the ocean at his doorstep, Mr Williams began working on a podcast with his friend Ryan Walker.

The SportsGrad podcast is a "bite-sized guide" for

students and young professionals who want to enter the sports industry.

Three days after launching, it became the No.1 "careers" podcast in Australia on iTunes, with 1500 listeners in the first week.

"When I saw our name at the top I just thought this is ridiculous – it was pretty

surreal," Mr Williams said.

"It's very overwhelming to feel like everything you've worked so hard on come to fruition."

The 26-year-old said spending two months on the coast enabled him to remove a lot of distraction.

"It really allowed me to focus on one single objective – it was a great

space for me to clear my head," he said.

Mr Williams said the coastal lifestyle even inspired him to go on a "media diet," which involved blocking out all TV consumption.

"Living here taught me a lot about the things needed around me to set up success," he said.



**FORCED CHANGE
A BLESSING
IN DISGUISE**

Reuben Williams' podcast has topped the iTunes careers chart.

THE
SPORTSGRAD****
PODCAST



with **REUBEN & RYAN**

SPORTS**GRAD**

SPARK
EVENT GROUP



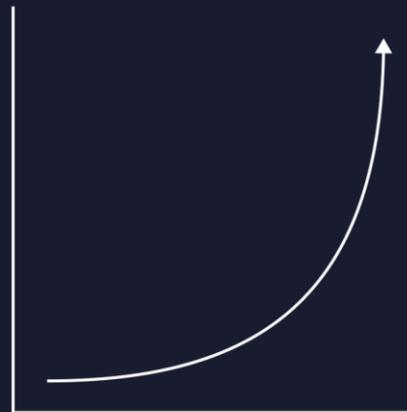
Today...

- *What makes an ELITE application*
- *Building a Network*
- *How to get the most out of volunteering*



The Dream Job Applicant

A motivated individual who's connected to the mission and develops **compounding knowledge & networks** that enables them to deliver the **greatest return for the business**



Potential

1. Leadership
2. Emotional Intelligence
3. Creative thinking
4. Initiative
5. Previous results



sarah.pretty Today at 2:19 PM

First day at the CA office



2

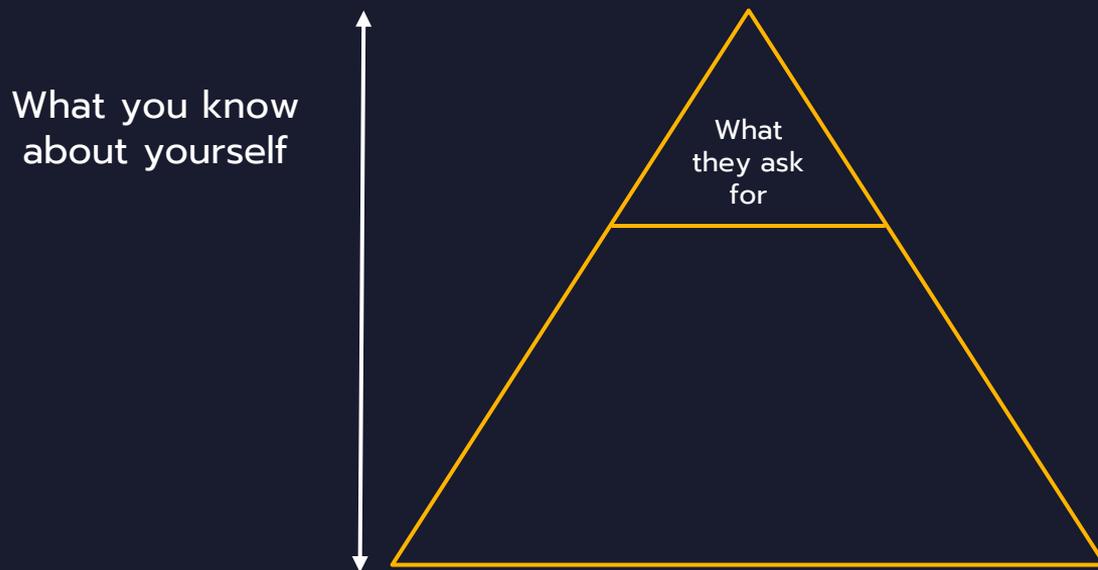


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1

Build the Backend



STAR

	Situation/Task	Action	Result
Question: Tell me about a time you completed a project that made you proud.	<i>It was my final year of university and I put my hand up to be VP of my cricket club. Here it was my job to lead our events as a club and assist our president with day to day activity.</i>	<i>To ensure we were able to have a profound impact, I introduced key objective setting, schedules of planned activities and tasks, an overall strategic plan, restructured the organisation and implemented evaluation systems</i>	<i>Ultimately we were able to Make over \$5000 from our events over the year and significantly improve and reduce costs for the club.</i>

Your turn...

Answer one of these questions using the STAR Method:

1. Tell me about a time you used **leadership** to achieve an outstanding result?
2. Tell me about a time you used **initiative** to achieve an outstanding result?
3. Tell me about a time you used **emotional intelligence** to achieve an outstanding result?

Benefits of Volunteering



DIY Internships

“A work opportunity that you do purely for the skills and networks as opposed to the monetary gain”

- The SportsGrad Brains Trust

Step 1: Find an Unmet Need

Q: Where are you going to complete your DIY Internships?

E.g. Local sporting club

Consider. Which place will let me do the work I'm most interested in?

Which place has the best potential networks?

Which place will allow me to stay in the role for more than 5+ months?

Which place could lead to a more permanent opportunity?

Q: What are the goals of the organisation you're trying to help?

E.g. Raise \$50,000 from sponsors

Q: What goals are not being met?

E.g. Revenue goals, on-field success, player retention

Q: What can you do to help them reach their goals?

E.g. I could help run events

Step 2: Pitch your idea and get approval

What are your goals for the project?

E.g. Increase sponsorship by \$10,000

Who is the audience your project aims to impact?

E.g. If selling sponsorship - Local business owners

What problem does your project aim to solve?

E.g. Lack of money to purchase essential equipment

What do you plan to do to hit the goals for your project?

E.g. Create a gold, silver, and bronze sponsorship package to sell to businesses

Step 3: Create a plan and make it happen

What do I need to make it happen?

E.g. I will need a Canva account to create social media graphics

When will I do it?

E.g. On Friday afternoons I'm going to walk the streets near the club to first introduce myself to local businesses so I can talk about sponsoring the club

What actions will I take today to get the ball rolling?

E.g. Today I will finish my plan to present to the SportsGrad Football Club about volunteering to help raise sponsorship

What actions will I take tomorrow to get the ball rolling?

E.g. Tomorrow I will message the club to arrange a time with the President to pitch my idea

What metric am I going to use to measure my success?

E.g. Revenue, attendees, player retention, website users, social media followers

How to reach out to an organisation

Example: reaching out to a grassroots organisation

Hey [name],

My name is [your name] and I am [e.g. a Sport Management student at Deakin University].

After my degree I want to [insert desired impact e.g. help the biggest events in the world come to life].

As part of my journey to build up by experience to achieve my goal, I wanted to reach out to see if I could help you achieve yours.

I understand that [insert their goal e.g. generating revenue and running events] is important to you, I believe I could help and [insert problem you alleviate e.g. take the workload off your volunteers] by volunteering as a [insert what you will do e.g. Event Manager].

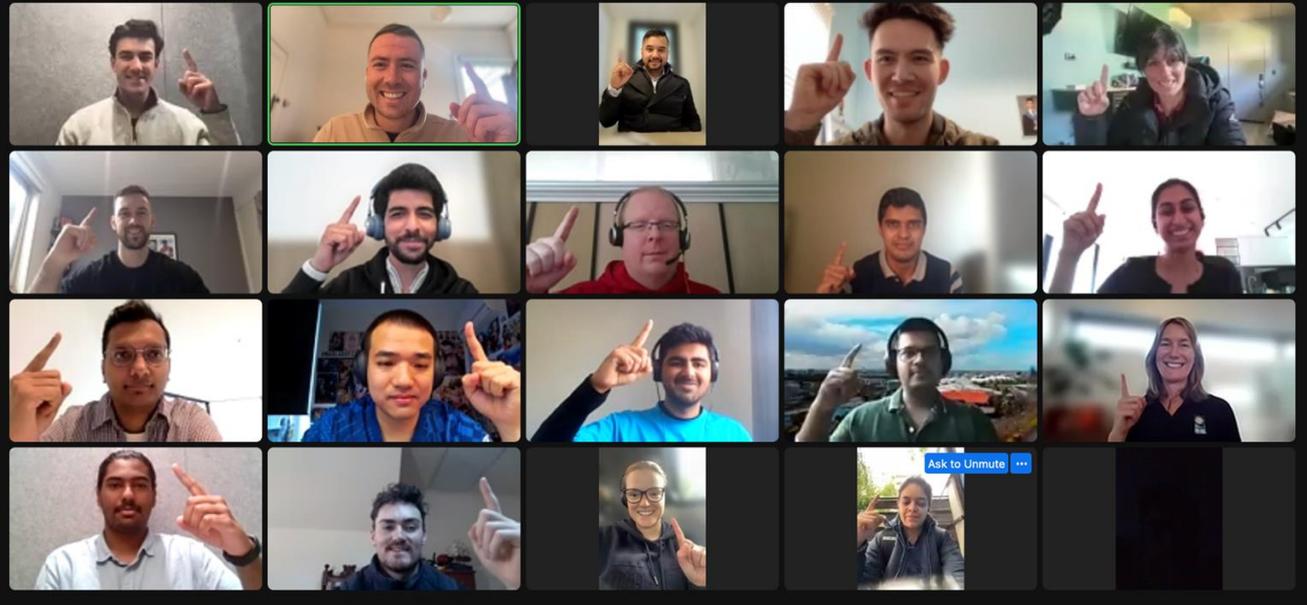
Please let me know if this would be of help to you, attached is my resume.

Thanks,
[Name]

Activity: Create your own

1. Find an unmet need
 - a. Where can i do it
 - b. What are the goals of the organisation
 - c. What can I do to help?
2. Pitch your idea
 - a. Goals of the project
 - b. What problem am I solving
3. Create a plan
 - a. What do I need to do it
 - b. When will I do it
 - c. What actions do I need to take

How to build a network



**To make an impact,
come prepared**

The Networker

A cheat sheet to:

- Arrive prepared and confident
- Create strong connections
- Avoid wasting time

SPORTSGRAD
The Networker
Weekly

Outreach
 For Outreach: _____
 Commercial / _____
 Casual For _____
 Casual Job/Role _____
 Timeline Stage: _____

Follow up
 Ziv LEE / NBA
 Address: _____
 Email: _____
 Phone: _____
 Phone No: _____

Dream Sou
 1. _____
 2. _____
 3. _____

www.sport: _____

SPORTSGRAD
The Networker
Interaction

High level goal
 Plan a 300 word/line for outreach: _____
 Today's Interaction
 Ziv Lee / NBA

What I want
 1. Find common ground
 2. Show future opportunity
 3. Ask for a referral with the NBA

What they want
 1. Time spent on call, not handwritten
 2. Clearly indicate how we can help me
 3. Introduce me to you

Intended outcomes
 1. Ziv feels like the interaction went positive, and enjoyable
 2. Ziv happy for career opportunity in NBA
 3. Continue to outreach with the NBA by receiving a referral

Reflection
 How does it feel the chance to have my future opportunity in NBA engagement?
 Got the timeline, which, help Ziv writing

Next action
 Ready out to outreach with the NBA

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Connect to goals and person

High level goal	Person	
<i>GET A FULL-TIME JOB BY JULY</i>	<i>STEPH ROGERS / NBA</i>	
History		
<i>TENNIS AUSTRALIA</i>	<i>MANCHESTER UNITED</i>	<i>JOINED NBA 2018 - EVENT DIRECTOR</i>
Common Ground		
<i>DEAKIN UNIVERSITY</i>	<i>TO DISCOVER...</i>	<i>TO DISCOVER...</i>

Make it mutual

What I want	What they want
1. <i>FIND COMMON GROUND</i>	1. <i>HASSLE FREE CALL</i>
2. <i>SHARE MY FUTURE ASPIRATIONS</i>	2. <i>TO KNOW HOW THEY CAN HELP</i>
3. <i>ASK FOR REFERRAL INSIDE NBA</i>	3. <i>ENJOYABLE CONVERSATION</i>

Be intentional

Intended outcomes	Agenda
<ol style="list-style-type: none">1. <i>INTERACTION WAS POSITIVE, AND HASSLE-FREE</i>	<ol style="list-style-type: none">1. <i>ASK ABOUT STEPH AND FIND COMMON GROUND</i>
<ol style="list-style-type: none">2. <i>STEPH KEEPS MY CAREER ASPIRATIONS IN MIND</i>	<ol style="list-style-type: none">2. <i>PICK POINT IN CONVERASTION TO SHARE MY GOALS</i>
<ol style="list-style-type: none">3. <i>RECEIVE REFERAL WITHIN THE NBA</i>	<ol style="list-style-type: none">3. <i>ASK IF THERE'S ANYONE ELSE WORTH MEETING</i>

Review and action

Reflection



CLEANLY TURNED THE CONVERSATION FROM HER CAREER IN EVENTS, TO MY SIMILAR ASPIRATIONS



QUESTIONS ABOUT HER CAREER WERE TOO GENERIC... DO MORE RESEARCH NEXT TIME

Next action



REACH OUT TO REFERRED CONTACT AT THE NBA

SPORTSGRAD
The Networker
Interaction

High level goal Person

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History

--	--	--

Common Ground

--	--	--

What I want

1.
2.
3.

What they want

1.
2.
3.

Intended outcomes

1.
2.
3.

Agenda

1.
2.
3.

Reflection

Next action

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Activity: Let's put one together

SPORTSGRAD
The Networker
Interaction

High level goal Person

History

Common Ground

What I want What they want

1. 1.

2. 2.

3. 3.

Intended outcomes Agenda

1. 1.

2. 2.

3. 3.

Reflection

Next action

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Scale who know you



Online Networking



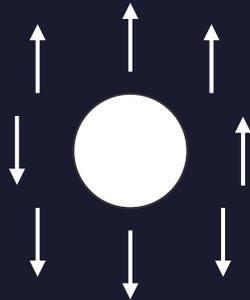
Tips for a cold message

Before you message, have this figured out.

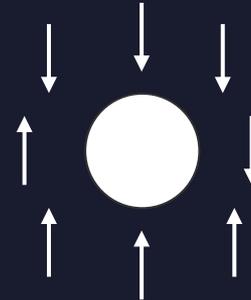
- *Why am I messaging this person?*
- *What is it I want from this person?*
- *Why should they help me?*
- *Am I being genuine?*

Use content to attract

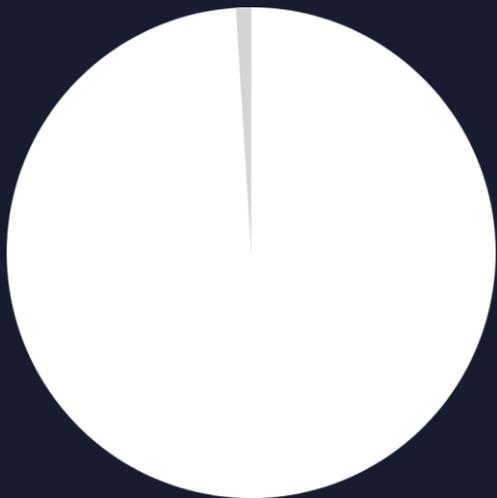
Time consuming:
Submit job applications



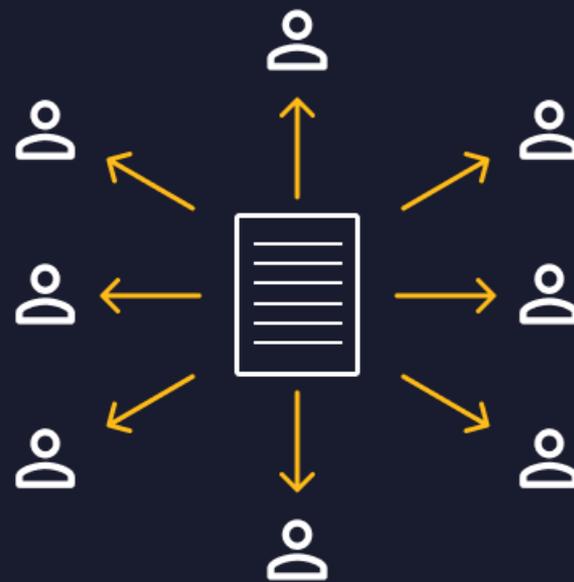
Efficient:
Establish trust



“How can I stand out from the crowd?”



1% of LinkedIn profiles post content.





Hi everyone - I am looking for a new role, first months working remotely as I am currently overseas, waiting to return to Australia.

I would appreciate your support. Thank you in advance for any connections, advice, or opportunities you can offer. [#OpenToWork](#)

Open to work
Talent Acquisition Partner, Recruitment Specialist and Human Resources Generalist roles

[View more](#)

SIGNAL VALUE

LEADERSHIP

INITIATIVE

EMOTIONAL
INTELLIGENCE

CREATIVE
THINKING

PREVIOUS
RESULTS

SHARE WHAT YOU DO

WEBINARS

WORK

PODCASTS AND
BOOKS

ACHIEVEMENTS

STORIES

CONTENT MATRIX

	WEBINARS	WORK	PODCASTS	BOOKS	ACHIEVEMENTS	STORIES
LEADERSHIP						
INITIATIVE						
EMOTIONAL INTELLIGENCE						
CREATIVE THINKING						
PREVIOUS RESULTS						

 **Ryan Walker** · You
Co-Founder @ SportsGrad - Building a Community
1w · Edited · 🌐

I was super lucky to attend [Deakin University's](#) 2023 David Parkin Oration last night featuring Gil McLachlan and hosted by Gerard Whateley.

Besides tuning into Gerard ask the most articulate questions, here are some quick takeaways.

1. Be prepared to fail in public to get the win in the end

Too often we're obsessed with needing to win in everything we do. Often you'll need to fail in order to get the win that matters.

2. The difference between public and internal leadership

Leadership types are needed for specific situations. The leadership you show internally to your organisation will be different to the public. Know when to switch between them.

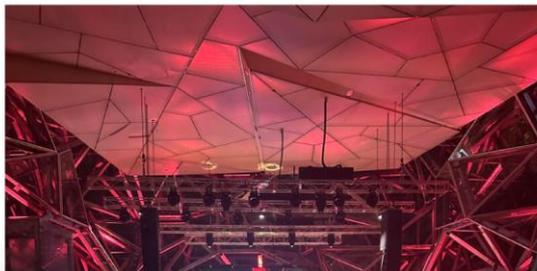
3. Listen widely but trust your gut

Know what feedback is legitimate. There's a lot of 'noise' out there through social media but the best feedback you can get is being on the ground in the thick of it. Most of the time you have to just trust your gut and back yourself, especially when the buck stops with you.

4. Challenges are blessings

At the time the biggest challenges in your working life will be hard and frustrating. But it'll hold you in good stead for years to come when the challenges continue to come at you.

5. I could listen to Gil and Gerard all day



 **Sarah Pretty** · 1st
Marketing Student/COVID Contact Centre Officer
5d · 🌐

Today I listened in on the first [SportsGrad](#) Job Fair!

Thank you [Ryan Walker](#) and [Reuben Williams](#) for organising this! It was great to listen to advice from [Kimberlee](#), [Amanda](#) and [Daniel](#) in what they want from people applying for roles in their organisation and also some of the exciting upcoming roles!

I can't wait for the next one! 🙌

 **Ryan Walker** · 1st
Building a community @SportsGrad
5d · Edited · 🌐

The first [SportsGrad](#) Job Fair of 2022 took place inside the Community today and we couldn't be happier.

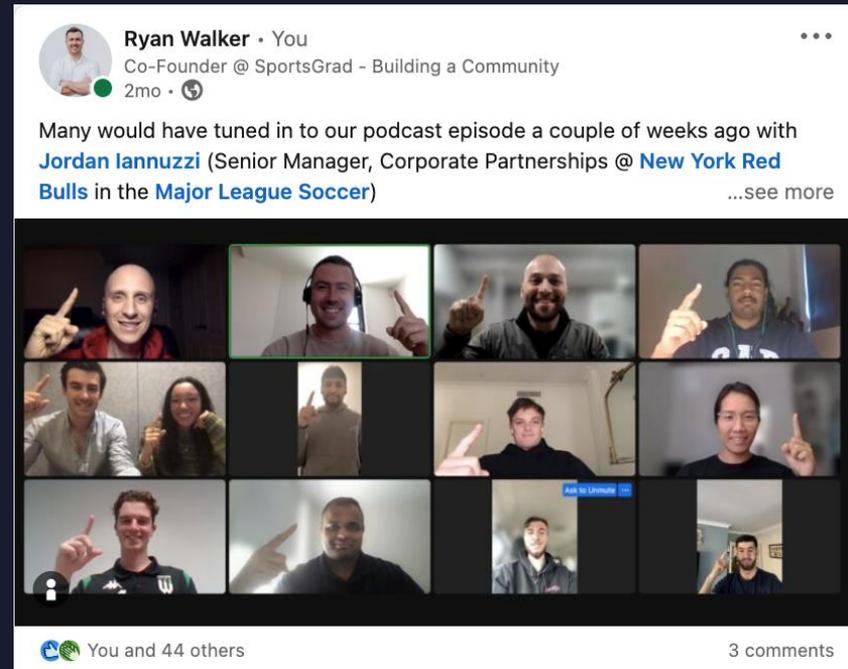
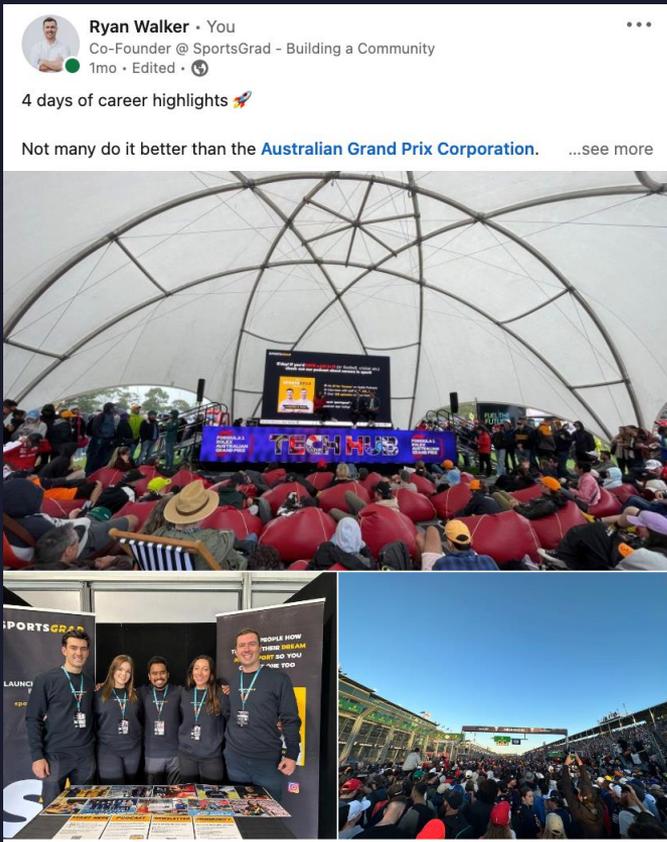
We heard from [Netball Australia](#), [Golf Australia](#) & [FIBA](#), who all shared insights about the upcoming roles that are available within their organisation, as well as key things they're looking for in people applying for their roles.

The career advice from all our presenters on how to build your career in the Sports Industry was amazing to hear for all our members.

Thanks [Kimberlee Furness](#), [Amanda Jenkins](#) & [Daniel Simons](#)!



 Ryan Walker and 5 others



Let's build your LinkedIn Post

Considerations

- *What's the event?*
- *Who was there?*
- *What did you learn?*
- *Photos do great!!*
 - *We'll get one in a moment!*



We've landed 370+ jobs in sport



MAR 25

 **Nathan Perrone** · 4:16 pm
Hey Reuben, I hope you are well mate.

Wanted to give you an update on the job at the AFL. I had an interview Tuesday and got a call today with the job offer! Just want to thank you again for the initial call we had and providing your thoughts and recommendations on my situation, it certainly helped in getting me to this point.

 **James Briggs** 20 Apr
to me ▾

Hi Reuben,

Just wanted to let you know that I was successful in securing the internship at Essendon which is very exciting.

Thank-you so much again for your help last week, it was perfect timing and definitely helped me out with the interview.

Will definitely be passing on your good work to my mates that are looking for work in the sports industry. I hope SportsGrad continues to succeed because it is a great concept and is obviously helping a lot of people like myself out in terms of realising their dreams.



 **Daniel Morris** · 8:54 PM

Hi Reuben,
Hope you are well! Just wanted to thank both Ryan and yourself for creating such a great community with SportsGrad. It's definitely my favourite podcast as well! Just wanted to let you know that I've secured my dream role at Cricket Australia as Event Coordinator, Hospitality. Even during lockdown in NSW, kept taking both Ryan's and your advice onboard and it worked. Once lockdown is over for both of our states, I would love to get a coffee with you if that sounds ok?
Cheers,
Daniel



SportsGrad helps people get jobs in sport.

We both landed our dream jobs straight out of university at Cricket Australia. And whilst we loved working in elite sport, we now love helping others launch their careers in the sports industry.

☆ Hit **#1 for 'Careers'** on Apple Podcasts

⊕ Sports industry Discord of **500+**

👥 Meet people from the AFL, Cricket, Netball & more

🕒 Over **300+ roles** in sport facilitated

www.sportsgrad.com.au

What we offer

🎧 **PODCAST**

The SportsGrad Podcast is your bite-sized guide to enter the sports industry. Listen to inspiring interviews or practical lessons every Tuesday and Thursday. Find us on **Apple & Spotify!**

👥 **COMMUNITY**

Join a private **Discord community** of dedicated students, grads and professionals from the biggest sports on the planet. We connect people so our members can develop professionally and find great opportunities.

📁 **JOB BOARD**

Visit our job board with all the **coolest jobs** inside the Sports Industry, or follow @sportsgradjobs for all the latest roles!





Where to from here...

1. Come say hello!
2. Follow @sportsgrad
3. Subscribe on [Apple/Spotify](#)
4. Start with my fav [episode #210](#)

#210: 'Brian Taylor' - how to be a commentator in the AFL



Stay in the loop!

