

The Sports Business Survey

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Introduction

The Sports Business Survey was created to better understand and serve sports industry executives.

More than 1,000 people completed the survey and some of the statistics were staggering. I learned that the number one request was to find a way to better connect and create powerful relationships with other qualified professionals in the sports industry.

Another key piece of information gathered was that a large number of individuals wanted ongoing education. They said they wanted the best and latest sports industry practices, both online and offline.

This is why we created the [Sports Executives Association](#) (SEA).

When you sign up, you will receive free digital copies of multiple eBooks, including; [The Game Starts Here: How To Take Your Career to the Next Level in the Sports Industry](#). This road map will guide you along your career path in the sports industry with the online and offline marketing and business principles you need to succeed.

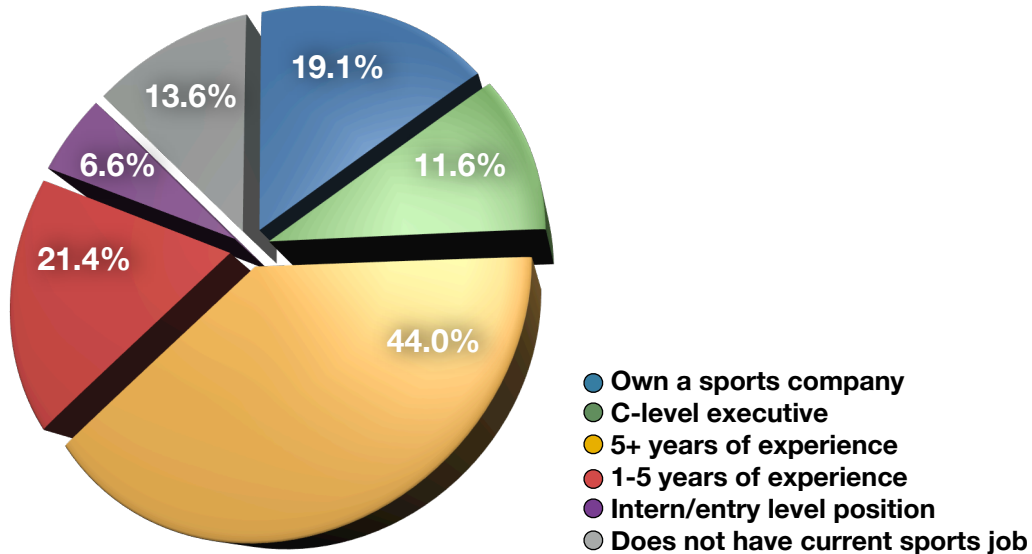
To learn more about the networking and sports industry education resources within the SEA continue on [here](#).

Don't forget to check out [SportsNetworker.com](#) for more great sports resources.

Special thanks to [Matt G. Clark](#) for formatting the content in this report and to [Stephanie Linson](#) for the creative design.



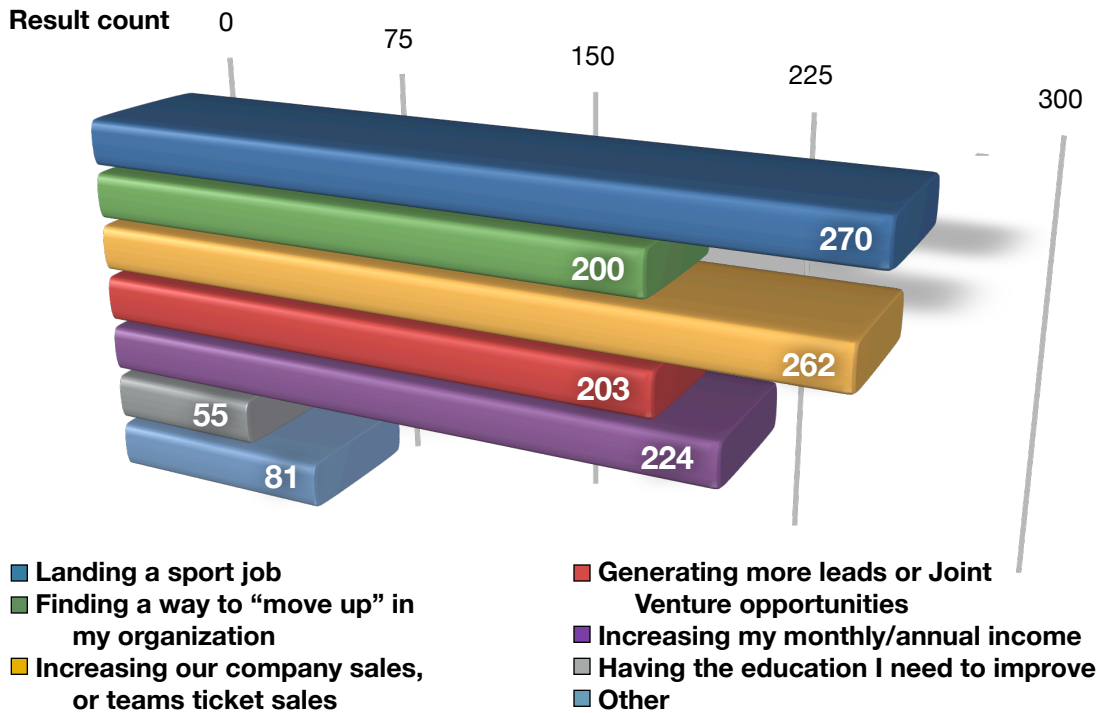
What is your current level or sports industry experience?



The majority of the applicants who completed this survey tended to be more established individuals in the work force. Whether it was targeted for that specific demographic or they were the ones chosen at random, the results may better connect with individuals who have some experience in the sports industry.

- The large majority of the individuals had five or more years of sports industry experience
- Roughly the other half either had 1-5 years of experience or they owned their own business
- Those who want to seek out the thoughts from interns might want to target an alternate source (approximately 3 percent of those surveyed were interns)

What is the biggest challenge you face in the sports industry?



If only there was one clear cut response to this answer but the fact of the matter is that there are numerous challenges that sports industry professionals encounter.

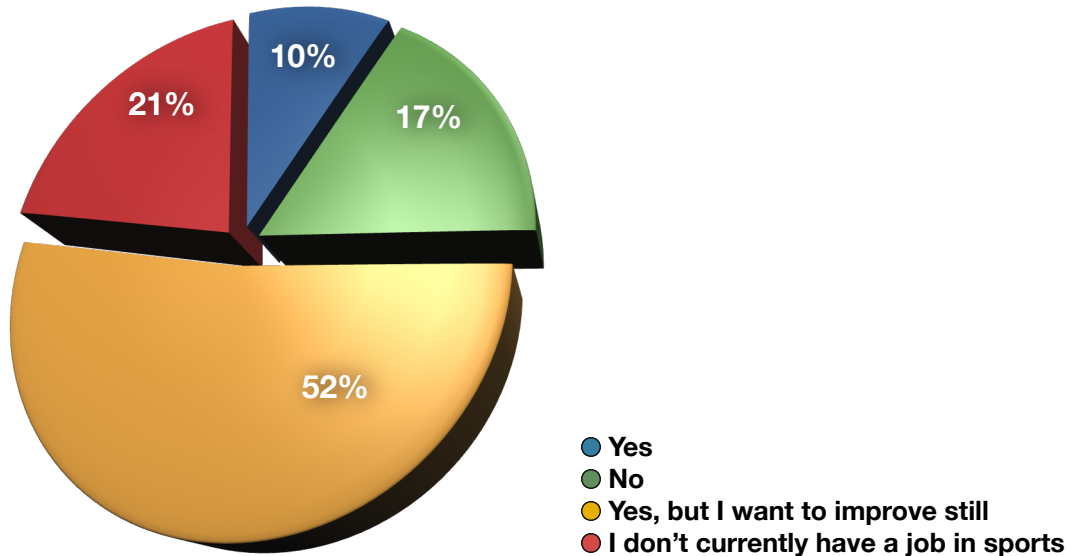
Currently the economy could be playing a heavy role to the answers of the respondents, as many either are finding it difficult to land a job or once they have a job they cannot find a way to increase their revenue. Even when you are able to land that job and find yourself content, a new can of worms opens within the company as your biggest challenge is now trying to increase ticket sales or generated new venture opportunities.

Frankly, it would make things easier if there was one topic or area that sports industry professionals find challenging but the areas of difficulty are extremely broad.

Various replies:

- Stealing market share in a flat and declining market
- Fully connecting with decision-makers to communicate in order to grow their business
- Finding a sports organization that values an MBA degree
- Landing clients
- Getting back into a sports executive position such as a GM or President

Are you happy with the current results you're getting with your sports job?

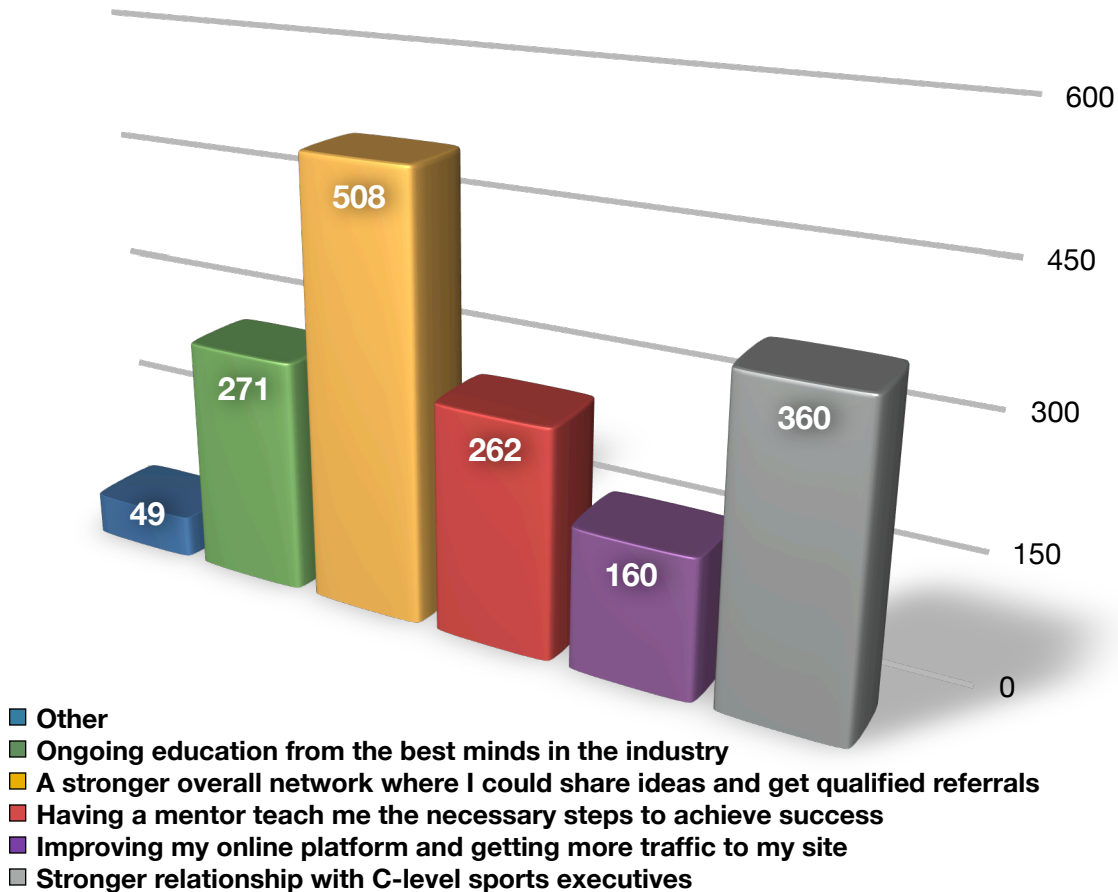


Despite all the challenges that those working in the sports industry claim that they face, the majority still feel that they are happy with their current results they are getting at their sports jobs.

This can correspond into one of three things:

1. Those working in the sports industry do not think their challenges have a direct effect on their results
2. Those working in the sports industry are content with the outcome of their job or
3. Those working in the sports industry are content with the outcome of their job and are not pushing themselves to the brink of their potential. They are not motivating themselves to want more in their work

What would help you achieve your sports business goals?



If there was a concrete formula or potion as to how to be successful in the world of sport's business I think everyone would be following it. Unluckily, there are still numerous ways that executives believe would better help them achieve their goals, though the primary tool revolves around building a stronger overall network where one could share their ideas and get qualified referrals. Moral of the story is people merely want to have their voices heard and given an opportunity. Sadly, that is not a reality for everyone and many suffer because of it.

Alternate responses that could help achieve their sports business goals:

- Ongoing education with the best minds in the industry
- Stronger relationship with college coaches and Athletic Directors
- A business mentor to help bring our company from point A to B
- Connecting with more people from the brand marketing side of the business

What is one reason why you work in the sports industry?

One word can describe why people work in the sports industry, passion. People either have a passion for their job, a passion for their sport, or a passion for the industry. Few people get themselves into the sports industry because they want to be a hardcore businessperson. Surely that mindset changes overtime but many people just love the environment of sports that surrounds them on a day-to-day basis. When you were a kid many people probably told you to go to college and get a job doing something you love, and that fact certainly holds true as the major reason why people get involved in the sports industry.

What type of sports specific education/training would help you get to the next level?

As seems to be the trend with this survey, there are no set answers or results for the majority of the questions, but the theme seems to be that people want to learn how to better connect or network.

Listed below is the list of resources sports industry professionals would use to help him or her get to the next level, in order of surveyors strength for each tool or function.

