

Sports Management Internship & Professional Development Seminar

Career Development Plan

Student: Lyndsey Colman

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Ideal Entry-Level Job Description:

- Industry: Soccer
- Organization: Orlando City
- Job Title: Marketing
- Reporting Supervisor: Teresa Tatlonghari
- General Responsibilities: Create, implement and analyze marketing strategies, including brand programming.
- Hours: Full time
- Compensation: \$26,000.00 - \$41,000.00 /Year
- Benefits: travel, bonuses, great pay, weekly checks
- Opportunities for Advancement: Yes, they are building a new stadium for their MLS team.

Qualifications for Ideal Job

(Identify preparation - past and future - to qualify you for your ideal position):

- A minimum of fifteen years of experience in business management, planning and P&L oversight
- A minimum of fifteen years of experience in personnel management, including hiring, supervision, and evaluation
- College graduate or equivalent experience
- Demonstrated ability to work without local supervision
- Proven ability to cope with conflict, stress and confidential situations
- Excellent interpersonal, verbal and written communications skills
- Proficiency with office computer equipment and software

Philosophy Statement (Given the growing nature of the sport and recreation industry, identify your philosophy for what it takes to find a full- time job and succeed in a satisfying career in the field.):

Try your hardest and never quit looking for your ideal job. Keep looking for an opening and keep working hard to get there. You never know who is watching and who you will meet.

Discovery Worksheet

List 5 adjectives that describe you best

- 1. Honest
- 2. Hardworking
- 3. Organized
- 4. Fast problem solver
- 5. Like to help people

List 5 adjectives that describe you worst

- 1. Introverted
- 2. Perfectionist
- 3. Likes control
- 4. Not good in listening to criticism
- 5. Workaholic

Identify your 3 biggest fears in the job search / acquisition process

- 1. Not getting a job I want and settling for just a job
- 2. Getting a job I love but it doesn't pay for the lifestyle I want
- 3. Not being able to find a job

Identify what you want your life to look like a year after graduation

- I would like to be in grad school with a GA position, a job that pays the bills, and living in an apartment.

Identify what challenges you face to make that happen

- Getting a GA position so I can go to grad school, getting a job and an apartment.

Identify what commitments you need to make to face those challenges

- I need to start looking for a GA position, job, and an apartment to see how much time and money I will have and need.

Write a 15 second elevator speech about yourself

“Hello my name is Lyndsey Colman. I am a hardworking Sports Management student at Tiffin University. I am passionate about sports and am determined to get into them as a career. I am good at time management and very organized.”

Write a 45 second commercial about yourself

“Lyndsey Colman is a student at Tiffin University. She is completing her Bachelors of Business Administration in Sports Management. She plans on getting her Masters of Business Administration in Sports Management and then get an entry level job in sports marketing for the Orlando City Major League Soccer team. She is hardworking, organized, great with time management, and is a fast problem solver. She loves sports and is determined to become a vice president in either marketing or operations.”

SWOT Analysis – (Internal) Things You Control

Rank	Your STRENGTHS	Your WEAKNESSES
	Skills related to your field I know about most sports	Skills related to your field not familiar with football
	Management manage time and people wisely	Management people tend not to listen
	Teamwork works well with teammates	Teamwork sometimes I like to take control
	Communication easy to reach me	Communication sometimes not heard or I don't listen
	Technology know Microsoft office programs	Technology don't know about some other software
	Social friendly	Social not very sociable
	Personal - Family/Health very close to family and healthy	Personal - Family/Health don't watch what I'm eating and don't exercise daily

Look at your skills and abilities in your personal and professional life. Identify strengths and weaknesses relative to your marketability for employment in your chosen field. Where are you now? What are your strengths? What are your weaknesses? Once you know your strengths and weaknesses, you will know what areas to promote and can formulate your goals for where you would like to be.

SWOT Analysis: (External) Things You Don't Control

OPPORTUNITIES you can use	THREATS that face you
Economy/ Demand for jobs I'm a female getting into sports	Economy/ Demand for jobs very popular
Social Trends more women getting into sports	Social Trends still a lot of guys want the jobs and more competitive for women
Political economy goes up, entertainment rises	Political economy goes down from government, entertainment declines
Technology I know how to work electronics	Technology don't know about some software
Advancement Availability growing sports industry	Advancement Availability glass ceiling for women
Location (Job, Geography) I want to go back to Florida, many sports teams	Location (Job, Geography) a lot of people go there and need to be in a city
Workplace Culture laid back and talk about the ideas of what else	Workplace Culture very strict and orderly
Required Education will have BBA, will try and get a MBA	Required Education some require MBA

Look at the factors above and list items that have an impact on your career. Identify opportunities and threats for ANYONE with similar qualifications and experiences to become successfully employed in your chosen field. Look at the career you want. What is the education that you need? Can you get a job anywhere or only in a certain part of the country? These are all factors that you can't control which will influence your career. Knowledge of these issues can help you make better decisions.

Goals Worksheet

Age Now: 21 Age in 10 years: 31

My Vision of my life in 10 years:

My Life	My Ideal Life:
Career	Steady career with a chance of being at the top of the company
Income	\$100,000 a year
Net Worth	\$1 million
Home(s)	2 houses, condo, and timeshare
Geography	Southern United States (Florida, Georgia, South Carolina) and Brazil or New Zealand
Lifestyle	Laid back and fun
Health	Be healthy and exercise frequently
Family	Have 2 healthy kids and staying connected to all family members
Relationship	Married
Education	Master's degree in sports management

My Hedgehog

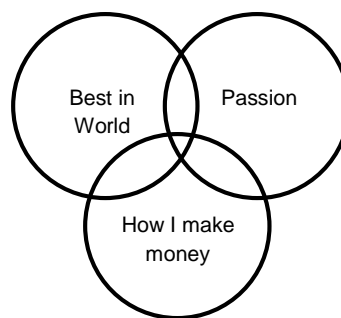
I am the best in the world at...

Working Individually

Being in control

Being organized

Planning



I am deeply passionate about...

Golf

Soccer

Rugby

Recreational Sports

My Goals

	Health	By When	Career	By When	Personal	By When
1 year	1. Keep exercising frequently	2015	1. Find a job	2015	1. continue my education	2015
	2. Be healthy	2015	2. Realize what I want to do	2015	2. go on vacations	2015
5 year	1. Keep exercising frequently	2020	1. get a new job in what I want to do	2020	1. get married	2020
	2. Be healthy	2020	2. make decent money	2020	2. go on vacations	2020
10 year	1. Keep exercising frequently	2025	1. move up in the company	2025	1. have two kids	2025
	2. Be healthy	2025	2. make the money that I want to make	2025	2. go on vacations	2025

Career Goals and Action Plans (use the information from the chart above)

Within 6-8 months (Graduation)

- i. Goals: Identify two-three goals to assist you in becoming more marketable for a career.
 - a. Get an entry level job
 - b. Expand my network
- ii. Action Plan: Identify an action plan for achieving one of the goals
 - a. Go to career fairs and interviews

Five Years

- i. Goals: Identify two-three goals you wish to accomplish upon graduating from Tiffin University or within 5 years
 - a. Have a job in what I want to do
 - b. Keep expanding network
- ii. Action Plan: Identify an action plan for achieving one of the goals
 - a. Travel to different jobs

Ten Years

- i. Goals: Identify career goals you wish to accomplish after several years in the job market.
 - a. Move up to a manager or VP
 - b. Make the money I want to make
- ii. Action Plan: Identify an action plan for achieving one of the goals
 - a. Work hard and apply

Job Locations or Graduate School Information upon Graduation

A) Organization: Tiffin University

- a. Industry Sector: Higher Education
- b. Address: 155 Miami St, Tiffin, OH
- c. Website: Tiffin.edu
- d. Phone: 1-800-968-6446
- e. Contact Person & Title: Bonnie Tiell, Dean of Graduate Studies
- f. Position/Area of Interest: Graduate Student

B) Organization: Heidelberg University

- a. Industry Sector: Higher Education
- b. Address: 310 E Market St Tiffin, OH 44883
- c. Website: Heidelberg.edu
- d. Phone: (419) 448-2000
- e. Contact Person & Title: Haseeb Ahmed, Dean of School of Business
- f. Position/Area of Interest: Graduate Student

C) Organization: Orlando City

- a. Industry Sector: Soccer
- b. Address: unknown (building new MLS stadium)
- c. Website: orlandocitysoccer.com
- e. Contact Person & Title: Teresa Tatlonghari, Vice President of Marketing
- f. Position/Area of Interest: Marketing

Future Networks

Identify titles of individuals you would like to bring into your network and the means to develop a professional relationship.

A. Name & Title: Teresa Tatlonghari, Vice President of Marketing

- Additional Contact Info: ttatlonghari@orlandocitysoccer.com
- Means to develop relationship: Contact her asking to meet for some advice.

B. Name & Title: Chelsea Miller, Assistant Director of Operations

- Additional Contact Info: cmiller@orlandocitysoccer.com
- Means to develop relationship: Contact her asking to meet for some advice.

C. Name & Title: Ashley Cooper, Event Coordinator

Additional Contact Info: ashley.cooper@cityoforlando.net

- Means to develop relationship: Contact her asking to meet for some advice.