**Sports Management** **Internship & Professional Development Seminar**

**Career Development Plan**

**Student: Cody VanHorn**

**Ideal Entry-Level Job Description:**

* Industry- Sales and/or sports
* Organization- sporting goods store
* Job Title- Sales manager
* Reporting Supervisor- store manager
* General Responsibilities- Communicating with people on a daily basis while being able to sell whatever products I am in
* Hours- 9am-5pm MON-FRI
* Compensation- more experience
* Benefits- 401K, paid vacation, health/dental insurance,
* Opportunities for Advancement- Excellent opportunity; be able to be promoted in 2-3 years

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

Bachelor’s degree in Business, experience in sales, proficient in Microsoft office, experience in public environment, independent, motived.

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.):

If I truly want to be successful in life there are three things I must live by. I must always work hard while doing my best. I must show respect to my peers while earning theirs. I must do what is right and not what might be easiest.

**Discovery Worksheet**

List 5 adjectives that describe you best

* 1. I am respectful
* 2. I am responsible
* 3. I am trustworthy
* 4. I am polite
* 5. I am motivated

List 5 adjectives that describe you worst

* 1. I procrastinate
* 2. I am impatient
* 3. I am lenient
* 4. I am too much of a giver
* 5. I only speak my mind if I feel it’s truly important

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

* 1. Unable to find a career
* 2. Get a job that I dislike
* 3. Getting a job that sacrifices all my personal time
* Identify what you want your life to look like a year after graduation

I want to have a steady job that I like while living on my own. I want to have two feet in the door for my future by having my own car, house, and preparing to settle down and tie the knot.

* Identify what challenges you face to make that happen

Unable to find a stable career out of school; expenses are too high for my income

* Identify what commitments you need to make to face those challenges

Look long and hard for a career and pursue it heavily

* Write a 15 second elevator speech about yourself

Hi. I am Cody VanHorn. I am a senior at Tiffin University majoring in Sports & Rec Management and I’m looking for opportunities in the sales aspect of the sporting industry. Having worked around sports my whole life and currently being around many people every day will hopefully kick start my career.

* Write a 45 second commercial about yourself

Hello, my name is Cody VanHorn and I am majoring in Sports and Rec Management while obtaining a minor in Psychology from Tiffin University in 2014. During this past summer, I had an internship as a coach for a summer baseball team which taught me a lot about the differences between playing and watching by taking a step back and helping focus more on key aspects. During the school year I work about 25 hours a week in a job that requires a lot of interaction and communication with people.

As I look toward graduation, I am hopeful that using my skills as working with many people and having the experience gained by teaching life lessons to kids will thrust me into a field where I can work in the sporting industry. Thank you for your time and I would be interested in hearing everybody’s thoughts to what can help me take that next step!

**SWOT Analysis – (Internal) Things You Control**

|  |  |  |
| --- | --- | --- |
| **Rank** | **Your STRENGTHS** | **Your WEAKNESSES** |
|  | Skills related to your field  Knowledge of sports | Skills related to your field  Not a lot of experience |
|  |  |  |
|  | Management  Good at multi-tasking, overseeing things, experience managing 18 kids | Management  Never had control over anything in sales |
|  |  |  |
|  |  |  |
|  | Teamwork  Been in sports all my life, had many group projects | Teamwork  Have noticed one weak link will crumble everything |
|  |  |  |
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|  |  |  |
|  | Communication  Interact with many people every day | Communication  Public speaking needs some work |
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|  |  |  |
|  | Technology  Good with Microsoft Office | Technology  Sometimes depend on it to much |
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|  |  |  |
|  | Social  Close group of friends | Social  Communicate with a lot of people but do not go extra way to see them outside of class/work |
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|  |  |  |
|  |  |  |
|  | Personal - Family/Health  Healthy adult who is motivated | Personal - Family/Health  Not a lot of experience in this field to fall back on |
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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  A lot of demand for sports, very broad field | | Economy/ Demand for jobs | |
|  | | A lot of competition for those jobs | |
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|  | |  | |
| Social Trends  More teams are forming | | Social Trends  A lot of teams fold as well | |
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|  | |  | |
| Political  There are always “favorites” in an industry, try to get to one of those spots | | Political  Get passed up on a job/advancement because someone sucked up to the employer more | |
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| Technology  Knowledge with latest info | | Technology  Always new things being made | |
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|  | |  | |
| Advancement Availability  Always room for advancement/ such a broad field | | Advancement Availability  Hard to get into, once you are you usually are set | |
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|  | |  | |
| Location (Job, Geography)  Anywhere in the world | | Location (Job, Geography)  The more popular teams/areas have much more competition | |
|  | |  | |
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|  | |  | |
| Workplace Culture  I bring joy and energy | | Workplace Culture  Experience can hurt | |
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|  | |  | |
| Required Education  Often times a degree in business of some sort | | Required Education  Hard to not start at the very bottom without experience | |
|  |  | |
|  |  | |

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 | Store manager of a sporting goods type store | |
| Income | $45,000 ish | |
| Net Worth | $600,000 | |
| Home(s) | 4BR 3Bath 2 car garage with a basement(man cave) | |
| Geography | Wherever god takes me. First choice would be somewhere warm | |
| Lifestyle | Living comfortably while having the opportunity to take a vacation or spend lavishly if I want. Also having time to spend with my family every night and being there for every extracurricular activity. | |
| Health | Fit and a clean bill of health and a full head of hair | |
| Family | A wife and two children. A boy and girl. Maybe a dog or two. | |
| Relationship | I want to be someone people can come to for anything and have full confidence in me | |
| Education | A BBA in sports and rec mgt with 10years experience in sales | |

**My Hedgehog**

***I am deeply passionate about…***

Sports

Trying to help people

Getting the best out of people, including myself.

\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_

***I am the best***

***in the world at…***

Being trustworthy

Being creative about how things get done

Taking responsibility for my actions

\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_

Passion

Best in World

How I make  
 money

**My Goals**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Health** | **By When** | **Career** | **By When** | **Personal** | **By When** |
| **1 year** | 1. **Staying active and making time for exercise** | **Always** | 1. **Finding a career in my field** | **6 months of graduation** | 1. **Start looking for a possible house for the future** | **When I find my career** |
| 1. **Get two people to change their lifestyle** | **ASAP** | **2. continue gaining connections for possible help** | **always** | **2. start paying back current debt** | **ASAP** |
| **5 year** | 1. **Keep being fit/exercising** | **always** | 1. **Have gotten my career and in line for a promotion** | **5 years’ experience** | 1. **Living in a house of my own** | **When money allows** |
| 1. **Clean bill of health** | **always** | **2. if time allows start looking for possible coaching/ymca youth mentoring** | **Time permitting hobby** | 1. **Get married** | **When career is stable** |
| **10 year** | **1. maintain fitness** | **Always** | 1. **Be a big dog in my career** | **10 year experience** | 1. **Have two children** | **After I’m married** |
| 1. **Have my children involved in sports** | **When they can walk** | **2. be able to hire my own team and supervise them** | **Seniority kicks in** | **2. living comfortably debt free** | **End of 10 years** |

**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. getting more connections
* b. experience/volunteer work
* c.

ii. Action Plan: Identify an action plan for achieving one of the goals

* a. continue to put myself out there on all kinds of sites like LinkedIn

**Five Years**

i. Goals: Identify two-three goals you wish to accomplish upon graduating from Tiffin University or within 5 years

* a. have a steady career
* b. be married
* c. staying fit and active in the community

ii. Action Plan: Identify an action plan for achieving one of the goals

* a. prove to my employer I am worth every penny they pay plus a promotion

**Ten Years**

i. Goals: Identify career goals you wish to accomplish after several years in the job market.

* a. have some seniority in my career
* b able to have my own staff I watch over/have hired personally
* c. earning enough money to live comfortably

ii. Action Plan: Identify an action plan for achieving one of the goals

* a.  stand out from my other employees and do the little things to help boost my career

**Job Locations or Graduate School Information upon Graduation**

A) Organization: Dunhams

* a. Industry Sector- retail
* b. Address
* c. Website
* d. Phone
* e. Contact Person & Title:
* f. Position/Area of Interest- manager

B) Organization: Dicks Sporting goods

* a. Industry Sector
* b. Address
* c. Website
* d. Phone
* e. Contact Person & Title:
* f. Position/Area of Interest- Sales manager

C) Organization: Sport Authority

* a. Industry Sector
* b. Address
* c. Website
* d. Phone
* e. Contact Person & Title:
* f. Position/Area of Interest- Sales manager

**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:

* Additional Contact Info:
* Means to develop relationship:

B. Name & Title:

* Additional Contact Info:
* Means to develop relationship:

C. Name & Title:

* Additional Contact Info:
* Means to develop relationship: