

Unit 1 Professional Development

GETTING STARTED

a) Look at the picture and answer the questions.



1. What sport is it?
2. What do you think is happening here?
3. What are the feelings of the people in the picture?

b) Discuss the questions.

1. What are possible career opportunities in sport management?
2. Do you think it is easy or difficult to be a sport trainer? Why?
3. What are the main skills and characteristics a trainer must have?
4. What are the responsibilities of a trainer?

Reading

a) Answer the questions about sport management career.

1. What does an athletic director do?
2. What are the skills and responsibilities of this position?
3. What is the most important thing in being a sport manager?

b) Read an interview below and check your answers.

Interview With a Sport Manager

Cheryl Condon, athletic director for Elms College (Chicopee, Massachusetts), started as an admissions counselor at Elms. She has always loved and lived sports, and she tried to pursue her passion by coaching Elms' women's softball team. Her successes as coach and her management skills did not go unnoticed, and she was eventually promoted to athletic director.

Question: Although opportunities to play sports have never been greater for women, opportunities in management are still few and far between. How did you prepare for the job of athletic director (AD) of a small college?

Answer: With my background in coaching and being around sports for so many years, I have the experience to do my job professionally and properly. I've been around sports all my life.

Question: Before you were an AD, you were an admissions counselor. How did your career path change?

Answer: The previous AD left for a similar position at another college. I interviewed for the position and was fortunate enough to be selected by the search committee.

I was very fortunate to be able to move from a career in recruiting student athletes into an administrative sport position. I believe that the key reason I was able to get the position was the extra effort I put into coaching the women's softball team. Coaching was not one of my required job responsibilities, and the college realized my commitment to sports by my extra efforts to make the team a success.

Question: What responsibilities do you have as an AD?

Answer: Many, many responsibilities. Hiring coaches, scheduling gymnasiums and fields for teams to practice and play regular-season games, arranging for van and bus transportation to away games, printing tickets and game programs, paying for advertisers for the game programs, fund-raising, and watching many games. When I watch the games, I appreciate all the work that my staff and the students have put into making the event a success.

Question: Now you are about to take on different responsibilities as director of intramural sports. Why make the change?

Answer: The number of teams at my college is increasing, and the new AD will be responsible for managing even more budgets, teams, coaches, and game logistics. However, my college has never had any intramural sports. I want to get the whole student body more involved in sports on a daily basis, and I think an intramural program is the way to bring this about.

Question: What do you think is the most important issue for sport managers?

Answer: Ethics. Sport managers need to live by a high moral code. They need to make sure the physical environment is safe for all athletes and fans. They need to conduct themselves in a professional managerial role whether they are on or off the athletic field.

Admissions counselor - Admissions counselors usually work at colleges or universities to recruit students, assist students with admissions paperwork, and establish outreach programs to promote their school.

Intramural - being or occurring within the limits usually of a community, organization, or institution

Read the texts again and discuss the questions.

1. Was it easy for Cheryl to get a promotion? Why/not?
2. What experience was necessary for an athletic director?
3. Why did Cheryl get a promotion as an athletic director?
4. What responsibilities does Cheryl have as an athletic director?
5. What new responsibilities is she going to take and why?
6. Do you agree with Cheryl's answer about the most important issue for sport managers? What other points are important?

GRAMMAR

Question forms

Complete the table with the questions in the box

How did you prepare for the job of the athletic director?

What responsibilities does Cheryl have as an athletic director?

Are you a sports manager?

What is the most important issue for sport managers?

Do you coach?

What new responsibilities is she going to take?

What other points are important?

Questions with the verb be

Question word	Verb be	Subject	Adjective, noun, etc.
What			
	Are		
			important?

Vocabulary Language learning

Look at the underlined parts of the texts.

Match the words and phrases 1–7 with the definitions a–f.

key	to raise or move to a higher grade, rank, or job; to advocate
opportunity	very important and having a lot of influence on other people or things
commitment	to be thankful for
pursue	a set of circumstances that makes it possible to do something
appreciate	(adj) relating to a manager or management
managerial	to follow
promote	a willingness to give your time and energy to something that you believe in

Choose the correct word to the definitions.

1. **pursue:**

- a) a set of circumstances that makes it possible to do something;
- b) to follow;
- c) to raise or move to a higher grade, rank, or job; to advocate;
- d) to be thankful for.

2. **to be thankful for:**

- a) promote;
- b) appreciate;
- c) pursue;
- d) opportunity.

3. **managerial:**

- a) a willingness to give your time and energy to something that you believe in;

b) a set of circumstances that makes it possible to do something;

c) (adj) relating to a manager or management;

d) to be thankful for.

4. **to raise or move to a higher grade, rank, or job; to advocate:**

a) opportunity;

b) pursue;

c) promote;

d) commitment.

5. **commitment:**

a) very important and having a lot of influence on other people or things;

b) to raise or move to a higher grade, rank, or job; to advocate;

c) a willingness to give your time and energy to something that you believe in;

d) a set of circumstances that makes it possible to do something.

6. **key:**

a) a willingness to give your time and energy to something that you believe in;

b) very important and having a lot of influence on other people or things;

c) a set of circumstances that makes it possible to do something;

d) to raise or move to a higher grade, rank, or job; to advocate.

7. **a set of circumstances that makes it possible to do something:**

a) promote;

b) appreciate;

c) opportunity;

d) commitment.

Speaking

- 1) Categorize the resources used by one of your present or past coaches or managers.
- 2) Think about a coach and a manager you know and explain what makes them good managers or poor ones. In what ways are they alike? In what ways do they differ? Give examples to support your conclusions.

Self-Assessment of a Trainer

Management Traits

Objective: To practice assessing yourself objectively

Preparation: The following questions relate to key qualities that successful managers have. Rate yourself on each item by writing the number (1–4) that best describes your behavior for that item.

Not very descriptive of me

4

3

Very descriptive of me

2

1

_____ 1. I enjoy working with people. I prefer to work with others rather than work alone.

_____ 2. I can motivate others. I can get people to do things they may not want to do.

_____ 3. I am well-liked. People enjoy working with me.

_____ 4. I am cooperative. I strive to help the team do well rather than to be the star.

_____ 5. I am a leader. I enjoy teaching, coaching, and instructing people.

_____ 6. I want to be successful. I do things to the best of my ability to be successful.

_____ 7. I am a self-starter. I get things done without having to be told to do them.

_____ 8. I am a problem solver. If things aren't going the way I want them to, I take corrective action to meet my objectives.

_____ 9. I am self-reliant. I don't need the help of others.

_____ 10. I am hardworking. I enjoy working and getting the job done.

_____ 11. I am trustworthy. If I say I will do something by a set time, I do it.

_____ 12. I am loyal. I do not do or say things to intentionally hurt my friends, relatives or coworkers.

_____ 13. I can take criticism. If people tell me negative things about myself, I give them serious thought and change when appropriate.

_____ 14. I am honest. I do not lie, steal, or cheat.

_____ 15. I am fair. I treat people equally. I don't take advantage of others.

(Add up your total score.)

The lower your score, the better your chances of succeeding in management. If you are interested in being a manager someday, look closely at your scores on integrity (items 11–15), industriousness (items 6–10), and ability to get along with people (items 1–5) both in this course and in your personal life. As a start, review the traits listed in the text, and work to improve them. Which are your strongest and weakest traits? Think about how you can improve in the weaker areas or, preferably, write a plan.

Supplementary task:

Write a 200–250 word description of an ideal trainer you believe, using the personal and professional characteristics from the Unit.