

# Career Development Intro

## MSBA Sports Analytics

Lindsey McIntyre, MSBA Career Coach

Claire VeNard, Senior Associate Athletics Director

# Welcome to Notre Dame!

PERSONAL GROWTH.  
BUSINESS GROWTH.  
SOCIETAL GROWTH.

This is not an era for business as usual. Too much is at stake—in our world, in our workplaces, in our communities. This is an era for virtuous individuals, with diverse interests and uncommon potential, to lead human enterprises forward. And this is an era for a business degree that gives those purpose-driven leaders the tools to connect their gifts to a better future for all.

GROW  
THE GOOD  
IN **BUSINESS.**<sup>TM</sup>

 UNIVERSITY OF  
NOTRE DAME | MENDOZA COLLEGE OF BUSINESS

# Lindsey McIntyre, MSBA Career Coach



**FAITH | FAMILY | TRADITION**



# Why Hire Notre Dame Grads?





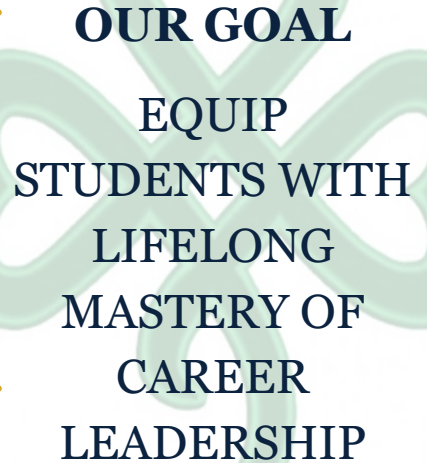
# Career Development Services

## Career Coaching

- Customized 1:1 Coaching
- Bridge to Success Course
- Career Development Workshops

## Employer Relations

- On-Campus/Virtual Career Fairs
- Company Presentations
- Networking Events



**OUR GOAL**  
EQUIP  
STUDENTS WITH  
LIFELONG  
MASTERY OF  
CAREER  
LEADERSHIP

# Customized 1:1 Coaching

- Driven by YOU!
  - You schedule the appointments
  - You set the agenda
  - You drive the discussion
- How to Schedule Coaching
  - [Graduate Business Career Development](#)
  - Choose “MSBA”
  - Follow the prompts on Handshake
- Ways to Communicate
  - Email: [Imcinty1@nd.edu](mailto:Imcinty1@nd.edu)
  - Phone: (574) 631-0896



# Bridge to Success Course | LEAD Model



# Today's Focus

## Learn



- Personal Brand
- CliftonStrengths
- Marketplace
- Networking

## Name, Claim, and Aim Your Personal Brand

- Personal Brand Overview
- Name, Image, Likeness, & Ideas
- CliftonStrengths & Personal Brand Playbook

*Before we get started...*

*Send a text to 3-5 family members and ask them to respond with 3 words that best describe you*

# What is a Personal Brand?

Who You Are...

What You Align With...

What You Do Well...

“Your brand is what other people say about you when you’re **not** in the room.”

**Jeff Bezos**, founder of Amazon.com

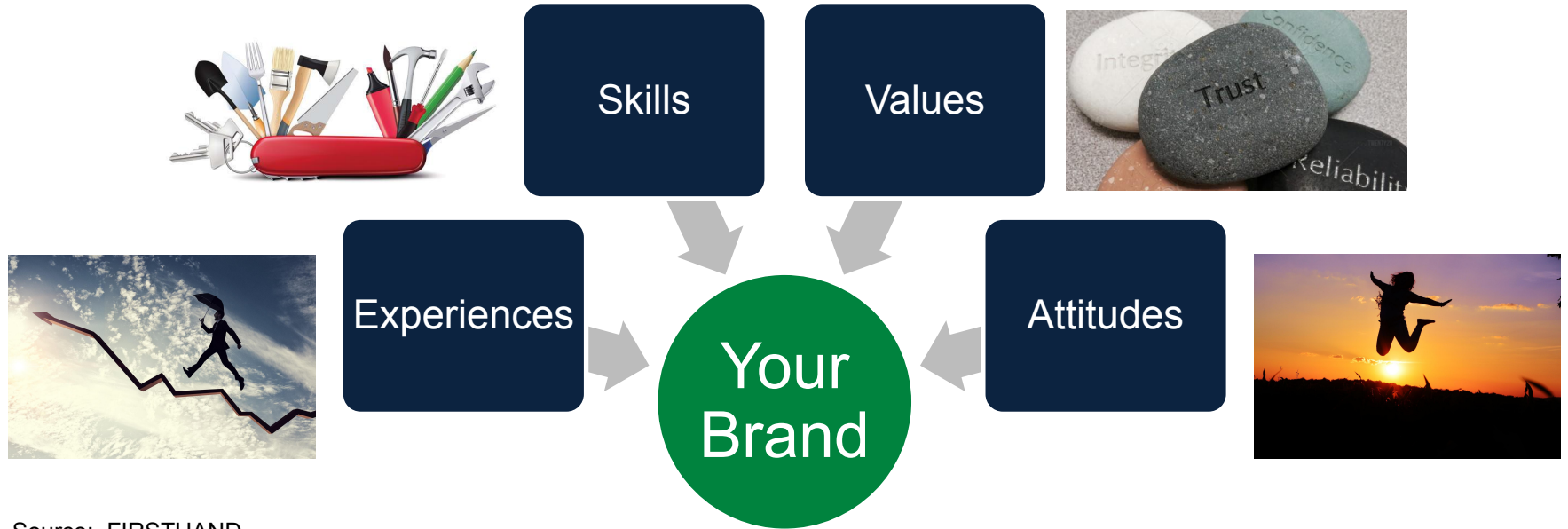


# Keys to an Effective Personal Brand



Source: Sylvia Ann Hewitt: Executive Presence: The Missing Link Between Merit and Success

# Components of an Effective Personal Brand



Source: FIRSTHAND

# Personal Brand Clarification

## Common Misconceptions

- You don't need a personal brand
  - *Truth: You have a personal brand whether or not you're actively cultivating it*

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  - *Truth: You have a personal brand whether or not you're actively cultivating it*
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  - *Truth: Foundation will remain static, but you will continue to evolve over time*

# Personal Brand Clarification

## Common Misconceptions

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  - *Truth: You have a personal brand whether or not you're actively cultivating it*
- Personal brand is static and could limit you to opportunities
  - *Truth: Foundation will remain static, but you will continue to evolve over time*
- Your personal brand is your reputation
  - *Truth: Your reputation is based on the opinions and beliefs people form about you based on your actions and behaviors; your personal brand is how you want people to perceive you*





**NAME  
IMAGE  
LIKENESS  
& IDEAS**

*Claire VeNard, Senior Associate Athletics Director*

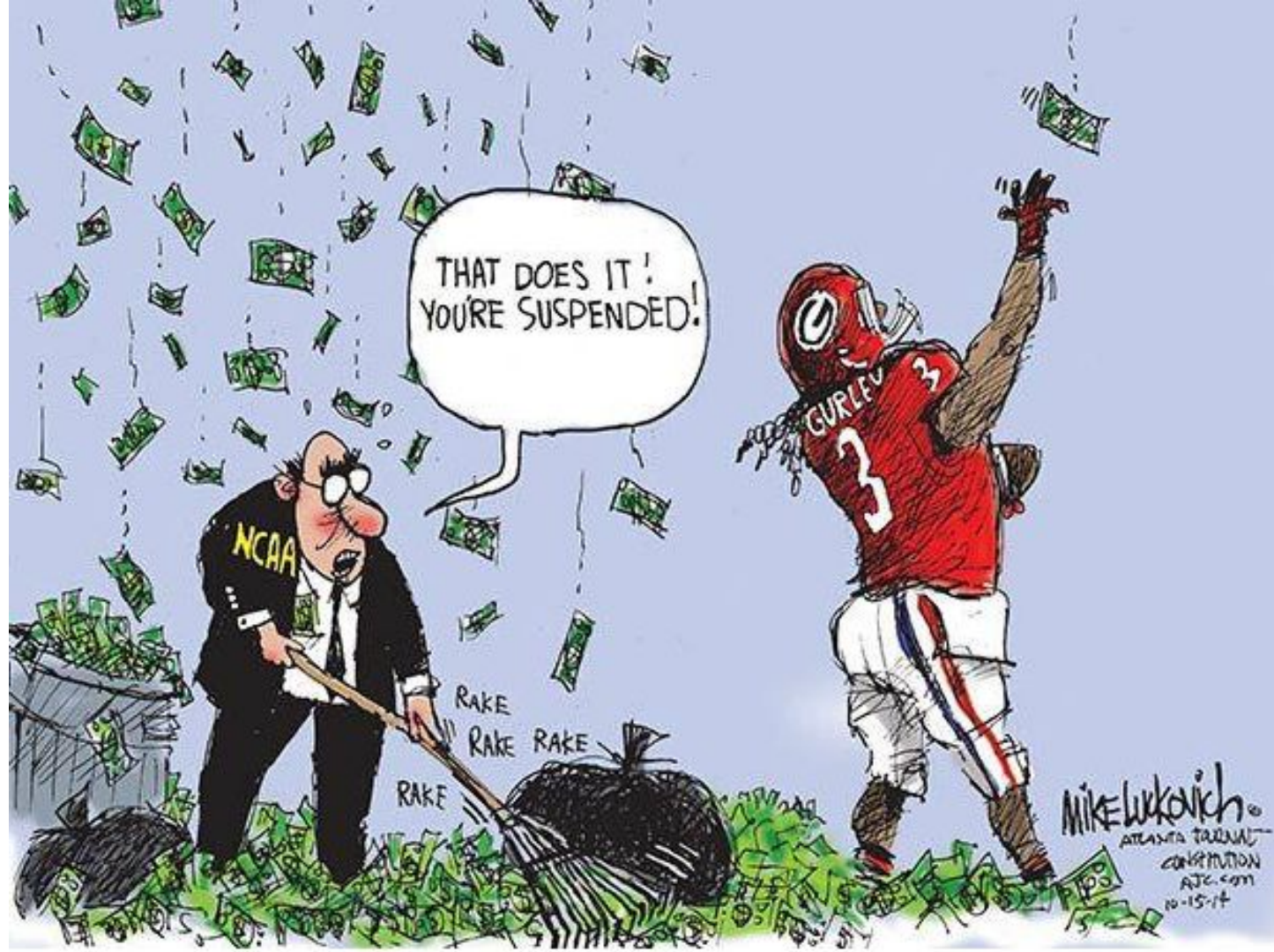
**What IS NILI?**

**Show of hands...**

2009



# 2014



# 2015

The New York Times

## Notre Dame President Stands Firm Amid Shifts in College Athletics

 Give this article



 130



University of Notre Dame president Rev. John I. Jenkins doesn't want college football to become a semiprofessional sports league. Sally Ryan for The New York Times

By Dan Barry

Sept. 10, 2015



# 2018

The Washington Post  
*Democracy Dies in Darkness*

🕒 This article was published more than **4 years ago**

**KIDSPOST** • Perspective

## College athletes take a tiny (dance) step toward getting paid

NCAA allows Notre Dame hoops star Arike Ogunbowale to compete on “Dancing With the Stars.”

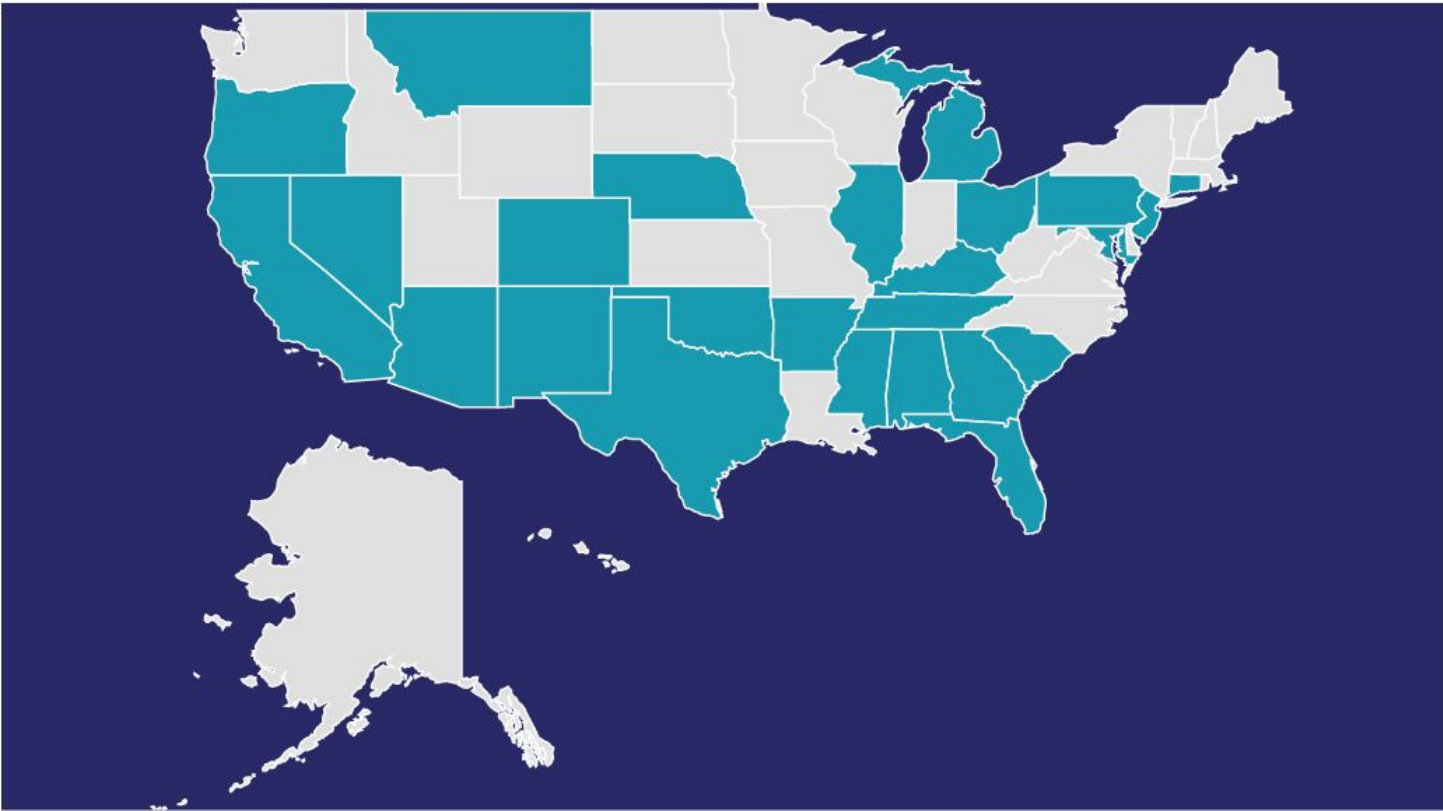


By [Fred Bowen](#)  
KidsPost sports columnist

May 9, 2018



# 2019 - 2021



# NCAA Policy

- 2019** NCAA Committee forms to recommend NIL Policy with goal to enact new policy by January 2021
- 2021** June 21st - Supreme Court unanimously rules against the NCAA in the *Alston* case
- 2021** June 30th - NCAA announces Interim NIL Policy  
July 1- NCAA Interim Policy takes effect

# Interim NCAA Policy

- If you have a state law, follow it
- No pay for play
- No using NIL as a recruiting inducement
- No compensation tied to performance metrics (ex. \$1000 per goal)
- You can have a professional services provider (ex. agent), but only for NIL purposes

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- \*\*\*\*\*Institutions create their own NIL Policy\*\*\*\*\***
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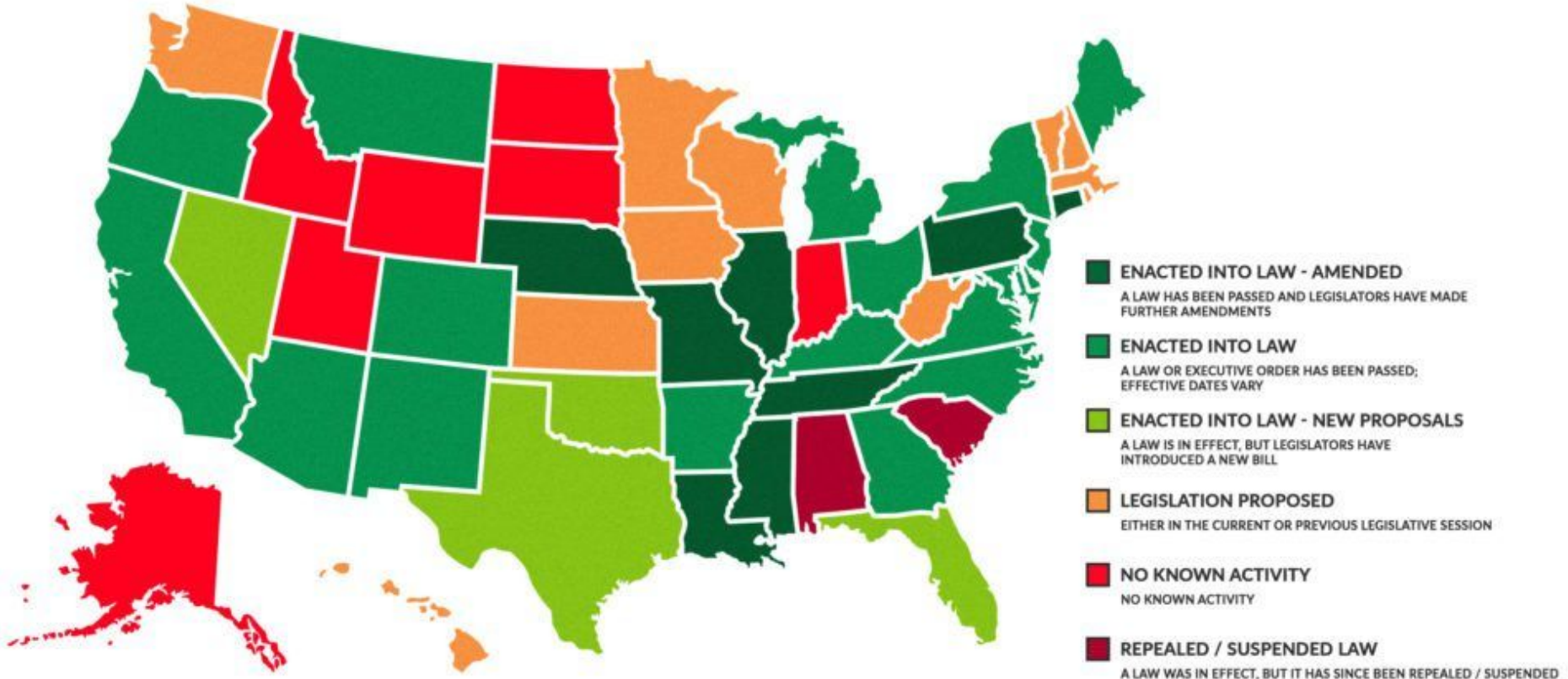


# NCAA Policy

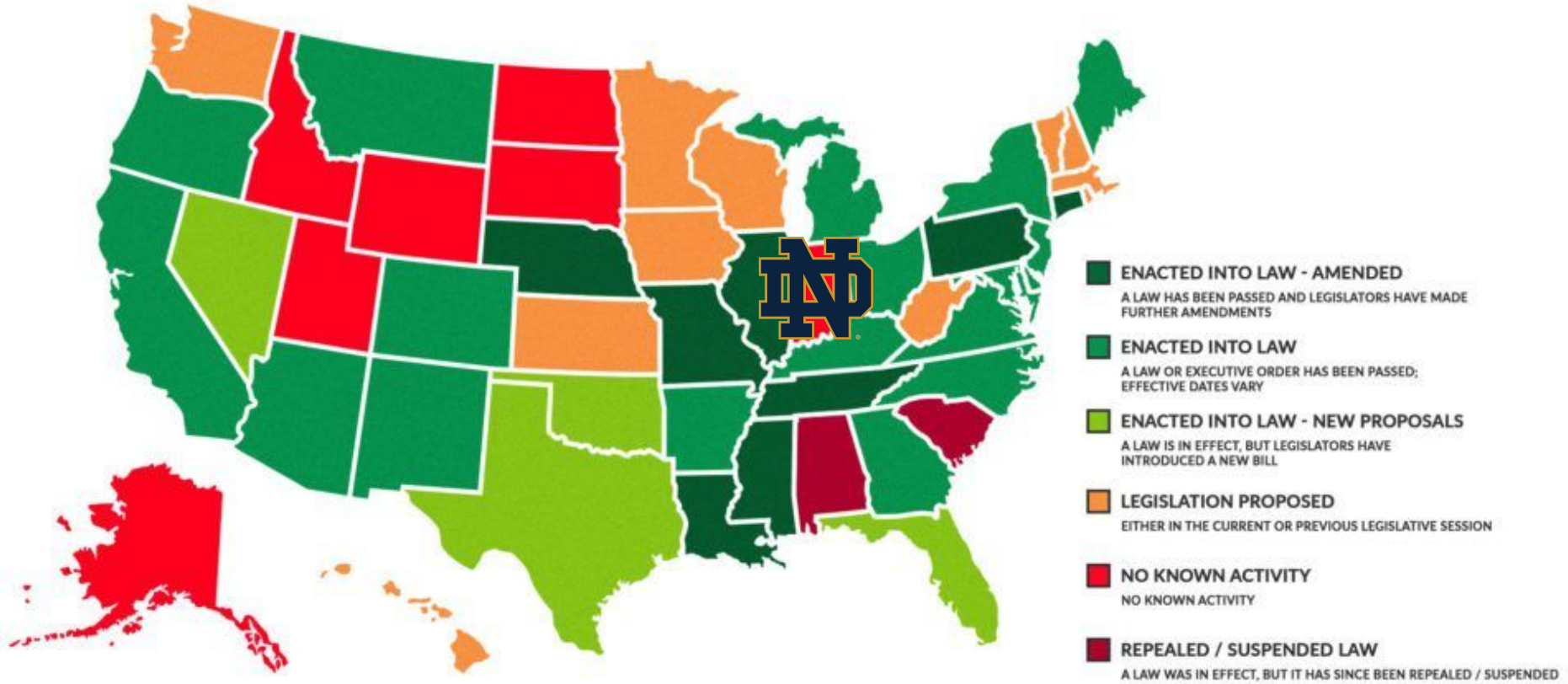
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- 2022** October - NCAA "Clarifies" its Policy



**\*as of February 2023**

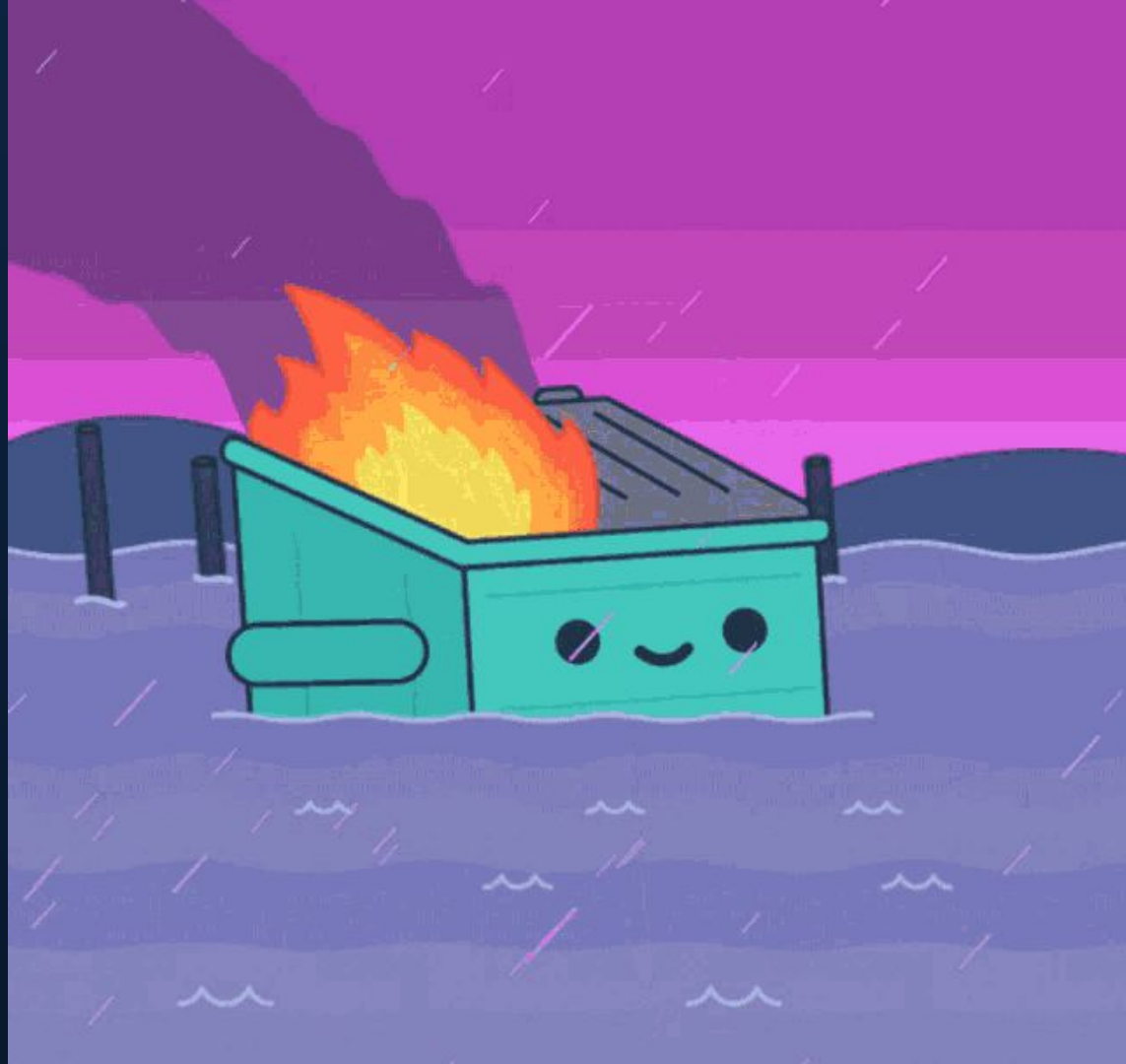


**\*as of June 2023**



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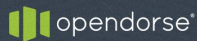


What does NILI activity *really*\*  
look like?

\*NIL data is *really* hard to get

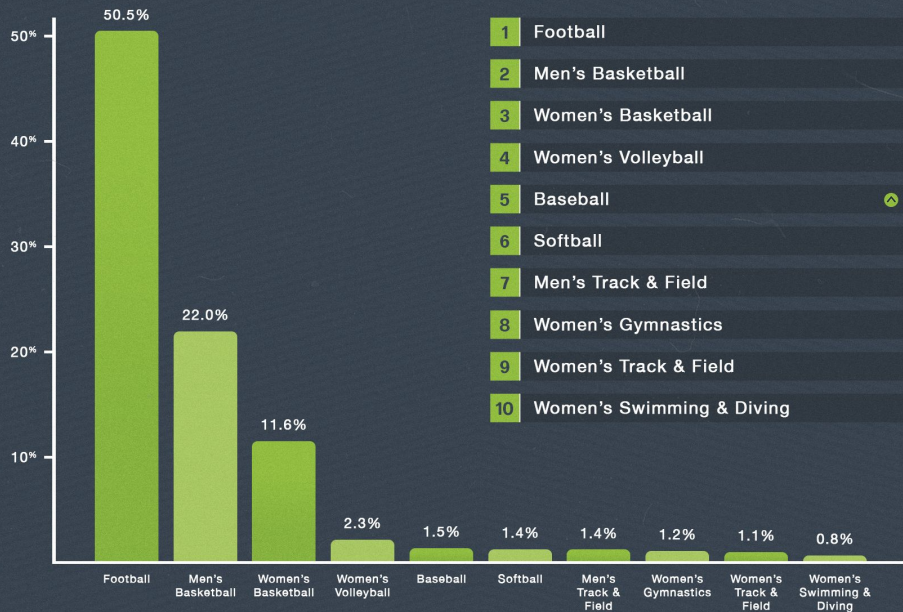


**Football, men's and women's  
basketball NIL compensation  
combine for what percentage  
of total NIL compensation?**



# TOP SPORTS BY NIL COMPENSATION

THROUGH JANUARY 2023

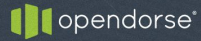


84%

Student-athletes from these sports have the most NIL compensation since July 1, 2021, according to anonymized transactions completed or disclosed through Opendorse.

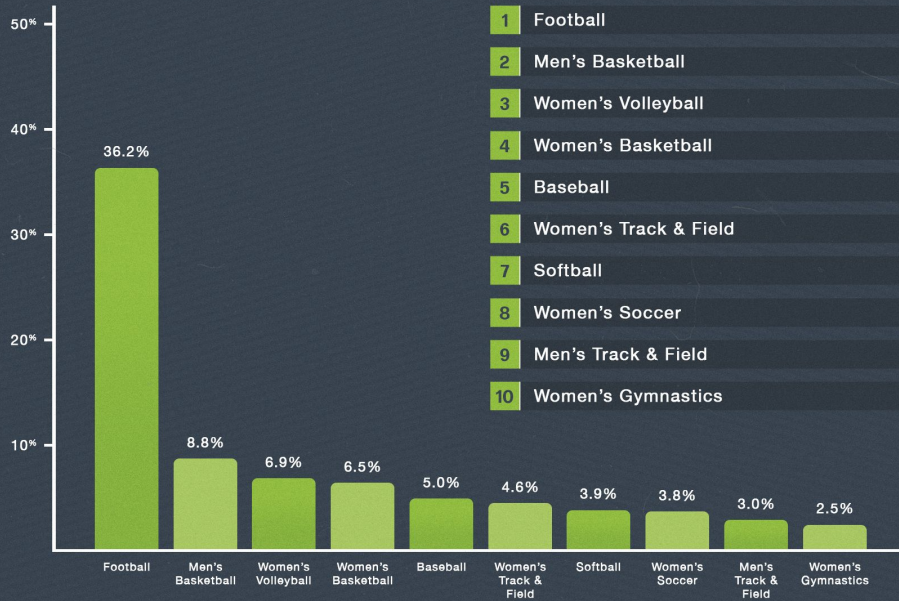
Green arrows imply an increase in category ranking from months 1-18 (through December 31, 2022) to months 1-19 (through January 31, 2023).

**Football, men's and women's  
basketball NIL activity combine  
for what percentage of total  
NIL activity?**



# TOP NIL ACTIVITIES BY SPORT

THROUGH JANUARY 2023



51%

These are the top NIL activities completed by sport since July 1, 2021, according to anonymized transactions completed or disclosed through Opendorse.

Green arrows imply an increase in category ranking from months 1-18 (through December 31, 2022) to months 1-19 (through January 31, 2023).

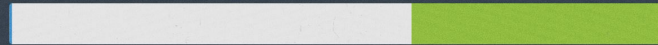
**What percentage of NIL  
compensation comes from  
donors (vs. fans or brands)?**

OPENDORSE NIL INSIGHTS

# NIL BUYER SEGMENTS

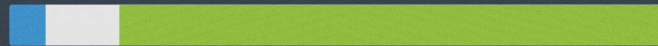
THROUGH JANUARY 2023

## SHARE OF COMPENSATION BY BUYER SEGMENT



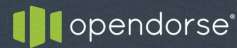
Fan 0.7% Donor 60.2% Brand 39.1%

## SHARE OF DEALS BY BUYER SEGMENT



Fan 5.5% Donor 11.0% Brand 83.5%

60%

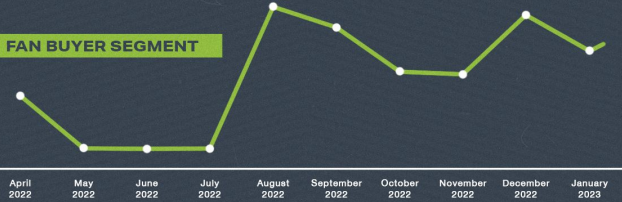




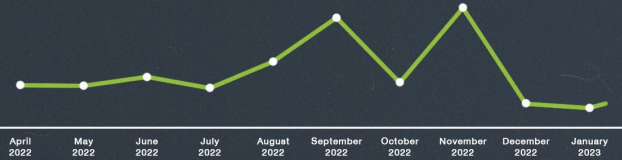
# NIL BUYER SEGMENTS

THROUGH JANUARY 2023

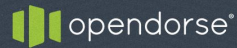
## FAN BUYER SEGMENT



## BRAND BUYER SEGMENT



## DONOR BUYER SEGMENT



**How much on average does a  
Division 1 student-athlete  
make from NIL?**



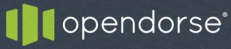
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O P E N D O R S E N I L I N S I G H T S

# AVERAGE COMPENSATION BY DIVISION

T H R O U G H J A N U A R Y 2 0 2 3

	Average
NCAA - Division I	\$3,831
NCAA - Division II	\$326
NCAA - Division III	\$400
NAIA	\$235
Overall	\$3,485



The average NIL compensation for student-athletes affiliated with the NCAA or NAIA, according to anonymized transactions completed or disclosed through Opendorse.

*How is average compensation calculated?*

Total NIL compensation for all student-athletes divided by total student-athletes with at least one completed deal or disclosed activity since July 1, 2021, according to anonymized transactions completed or disclosed through Opendorse.

## **\$400 Average NIL Compensation Per Student-Athlete**

Division I: \$471 Average (\$210,000 Max, \$35 Median)

Division II: \$81 Average (\$750 Max, \$30 Median)

Division III: \$47 Average (\$50 Max, \$30 Median)

**NIL value = Brand value + Roster value**





**NIL Brand value = (influence + exposure)**



**NIL Roster value = (sport + position) x (performance)**



# The World's Highest-Paid Sports Teams

Global sports teams with the highest average weekly pay



@StatistaCharts

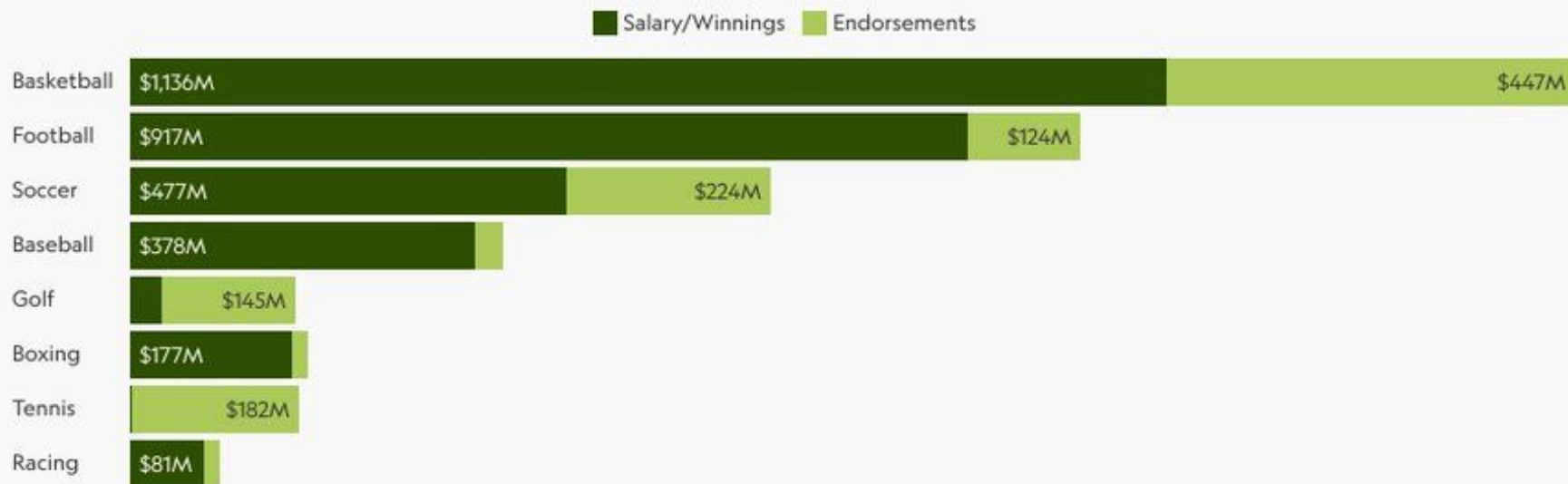
Source: Sporting Intelligence

statista 



## How the Highest-Paid Athletes in Different Sports Earn Their Money

The 25 NFL players on Sportico's 100 Highest-Paid Athletes list combined to earn just 12% of their total income from endorsements, compared to 28% for the NBA players.



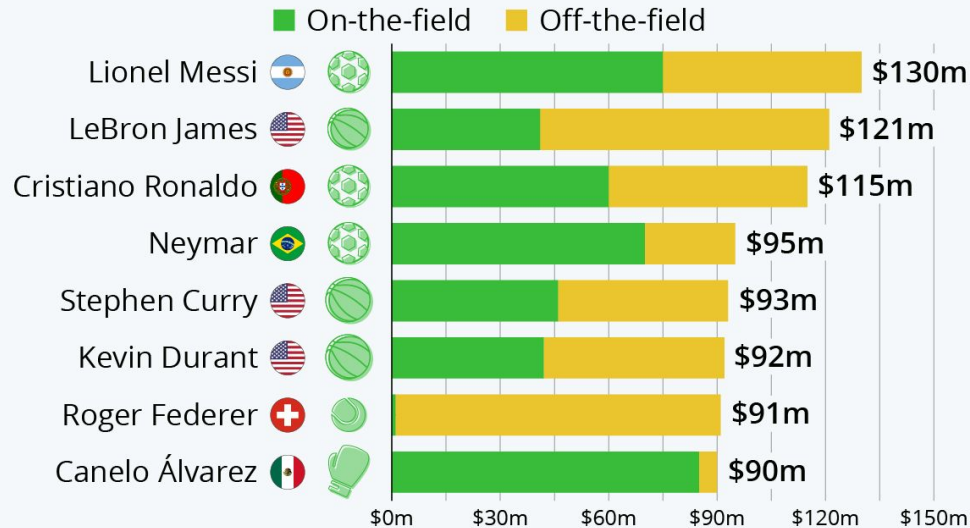
Sports with multiple athletes on the list are shown.

Chart: Lev Akabas • Source: Sportico

**Sportico**

# The World's Highest-Paid Athletes

Income of the highest-paid athletes in the world between May 1, 2021 and May 1, 2022\*



\* before taxes and agents' fees

Source: Forbes





## Transaction Types

### Top-5 Transaction Types

#### Average Value

- 1 Autographs (\$10,093)
- 2 Business Ownership/ Creation (\$3,361)
- 3 Camps & Lessons (\$819)
- 4 Social Media (\$905)
- 5 Public Appearance (\$2,112)

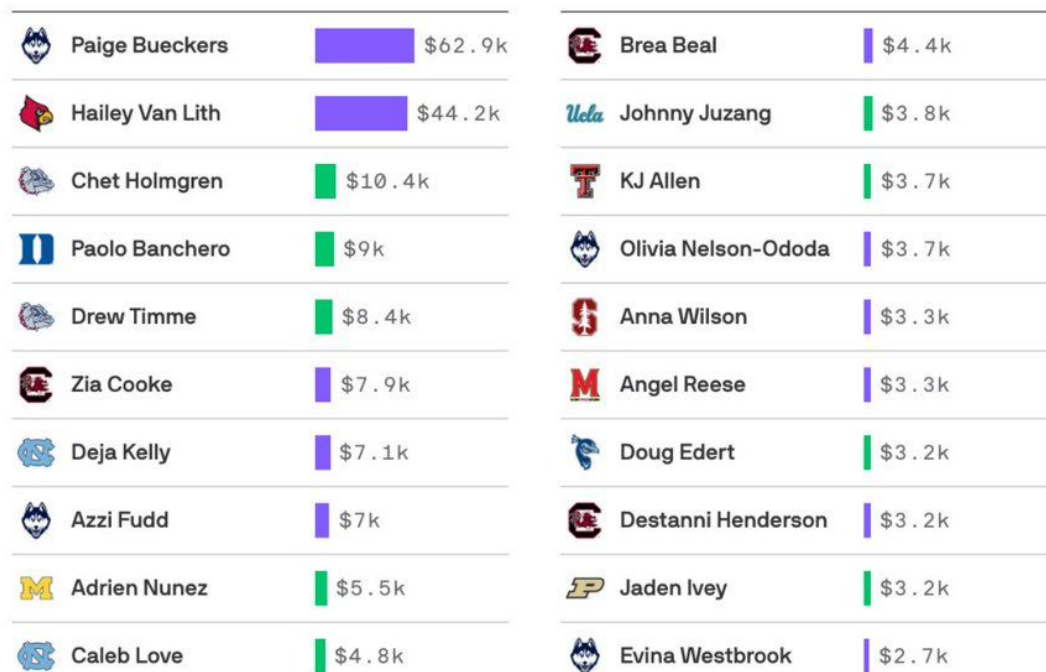
#### Median Value

- 1 Autographs (\$500)
- 2 Public Appearance (\$300)
- 3 Camps & Lessons (\$100)
- 4 Social Media (\$50)
- 5 Business Ownership/ Creation (\$25)

# Highest estimated social media post value for Sweet 16 athletes

Calculated using metrics including Twitter and Instagram followers, engagement, school and sport

Men Women



Data: Opendorse; Chart: Thomas Oide/Axios

# Case Studies

- **How would you rate their NIL Value?**
  - Define their brand
  - Rate their brand value and roster or talent value (high, medium, low)
- **How are they commercializing their NIL?**
  - What types of NIL activities are they engaging in?
  - Who are their brand partners? Local, regional, National? What industry categories?
  - Which platform are they using most?
  - What type of content are they creating? How often?
  - Who's their audience?
  - What strategies are they using to connect with their audience?
  - What can you tell about the team they have helping them?

# Assignments

**Rihanna,  
artist**



# Sedona Prince, Oregon Women's Basketball



# Ryan Kaji, influencer





# **Elizabeth Holmes, Founder Theranos**



# Tre Morgan, LSU Baseball



# Sunisa Lee, Auburn Gymnastics



**Jaden  
Rashada,  
Arizona State  
Football**





# Brevin Galloway, Clemson Basketball



# Chloe Mitchell, Aquinas Volleyball



# THE HOCKEY GUYS



University of Wisconsin-Superior Hockey



# Emily Cole, Duke Track

EMILY COLE

THE PLAYERS' PLATE

THE PLAYERS'  
PLATE

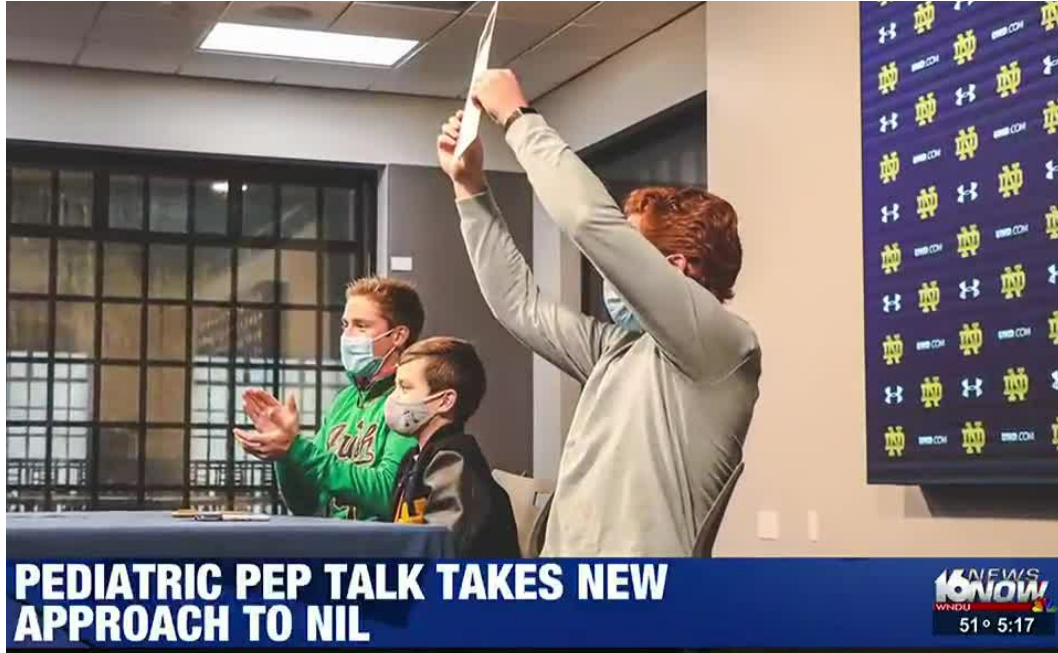
*Finding balance while fueling your dreams*

EMILY COLE

NDP

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# Max Manyak, Notre Dame Lacrosse



# Key Takeaways

- NIL Value is Dynamic
- With Intention and Effort
  - NIL Value can be built
  - NIL Value can be realized
- Context matters
- You have Agency

# CliftonStrengths & Personal Brand Playbook

Lindsey McIntyre, MSBA Career Coach



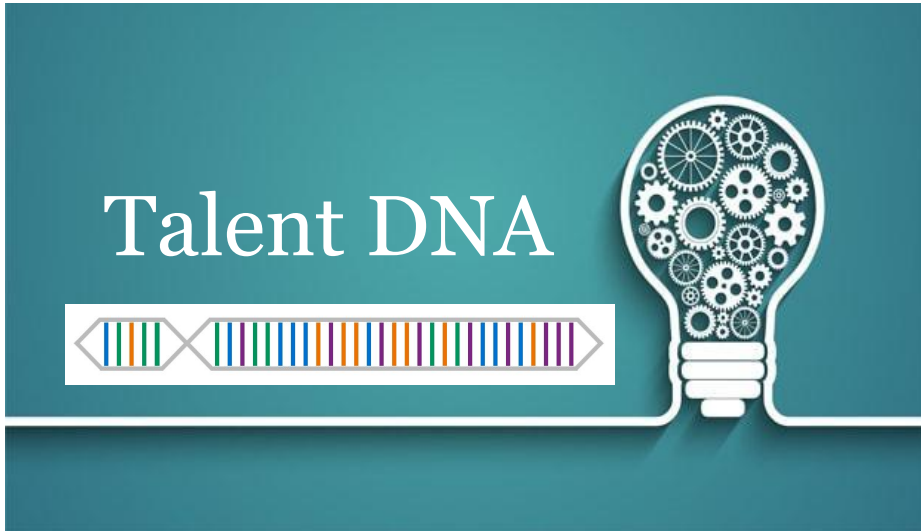
# Naming, Claiming, and Aiming Your Unique Value

"Whatever you value, be committed to it and let nothing distract you from this goal."

- The Hesburgh Papers, 1979



# Why CliftonStrengths?



- More than 21 million people have taken the StrengthsFinder assessment
- There's only a 1 in 33 million chance you'll have the same Top 5 Talent Themes in the same order as someone else
- Research is rooted in over 40 years of data collection ([Technical Report](#))





# CliftonStrengths Model

## Name It!

Make your Signature Themes your own.  
Identify what this theme means to you.

## Aim It!

Flex your talents. Intentionally practice  
using and developing this set of talents.

## Claim It!

Appreciate the unique power and  
value you have and bring to others.

# CliftonStrengths Domains

<b>EXECUTING</b> 执行力	<b>INFLUENCING</b> 影响力	<b>RELATIONSHIP BUILDING</b> 关系建立	<b>STRATEGIC THINKING</b> 战略思维
People with dominant Executing themes know how to <b>make things happen</b> .	People with dominant Influencing themes know <b>how to take charge, speak up, and make sure the team is heard</b> .	People with dominant Relationship Building themes have the ability to build strong relationships that can <b>hold a team together and make the team greater than the sum of its parts</b> .	People with dominant Strategic Thinking themes help teams consider what could be. <b>They absorb and analyze information that can inform better decisions</b> .
Achiever Arranger Belief Consistency Deliberative Discipline Focus Responsibility Restorative	Activator Command Communication Competition Maximizer Self-Assurance Significance Woo	Adaptability Connectedness Developer Empathy Harmony Includer Individualization Positivity Relator	Analytical Context Futuristic Ideation Input Intellection Learner Strategic

**Task-Oriented**  
*Executing &  
 Strategic Thinking*

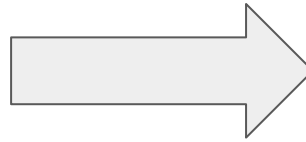
VS.

**People-Oriented**  
*Influencing &  
 Relationship Building*

### Team Strengths Grid

Strategic Thinking								Influencing								Relationship Building								Executing									
21%								20%								27%								32%									
26 People								26 People								27 People								27 People									
86								81								110								128									
Analytical	Context	Futuristic	Ideation	Input	Intellection	Learner	Strategic	Activator	Command	Communication	Competition	Maximizer	Self-Assurance	Significance	Woo	Adaptability	Connectedness	Developer	Empathy	Harmony	Includer	Individualization	Positivity	Relator	Achiever	Arranger	Belief	Consistency	Deliberative	Discipline	Focus	Responsibility	Restorative
9	34	18	29	10	23	12	21	22	13	25	3	5	28	11	26	32	33	24	31	14	8	19	30	17	2	16	15	4	20	1	7	6	27
17	18	32	31	33	34	25	20	10	26	6	1	4	22	8	3	19	29	13	12	2	23	15	5	21	7	14	28	9	24	16	11	27	30
2	18	19	28	15	25	23	21	6	10	11	27	33	24	31	32	20	26	22	7	3	16	34	13	14	5	9	29	1	30	8	12	17	4
4	15	5	21	26	12	11	8	18	14	31	3	28	19	7	32	30	29	27	23	25	33	16	34	10	9	24	20	22	2	17	6	13	1
15	29	4	31	23	21	19	33	14	10	27	5	26	16	9	30	34	22	28	24	8	32	18	25	6	2	17	20	12	3	7	1	13	11
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14	15	26	32	20	11	33	28	7	13	31	1	25	22	4	34	27	29	21	17	10	6	18	30	9	8	2	24	5	23	3	12	19	16
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# Successful People Market Their Value





# Building a Personal Brand Playbook

## Process:

1. Conduct a personal brand audit
2. Create your personal brand statement and refine your online profile
3. Develop a catalog of stories
4. Draft your professional documents
5. Map your stakeholders

# Building a Personal Brand Playbook

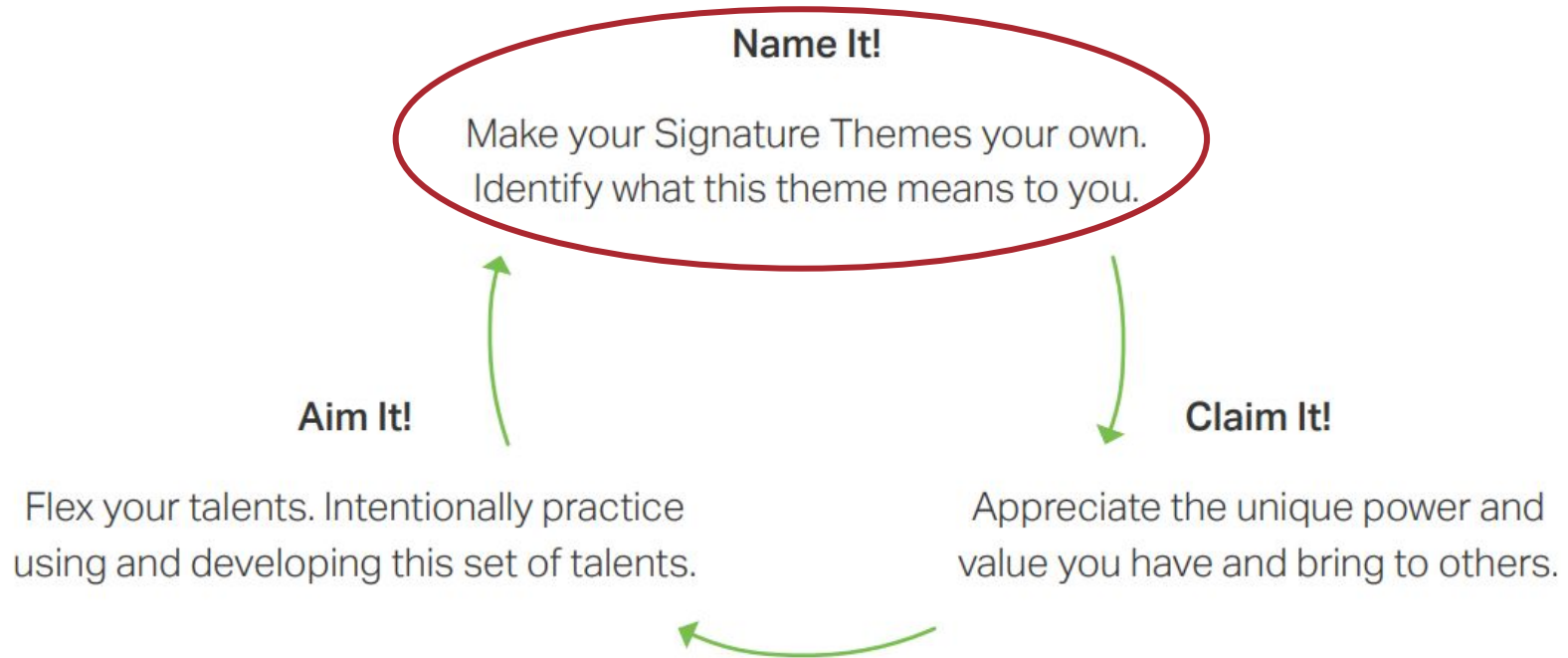
## Step 1: Conduct a Personal Brand Audit

- Internal Audit (what is your self-perception?)
- External Audit (what are you projecting?)
- Perception vs. Reality (what are the gaps?)





# Incorporating CliftonStrengths



# Internal Audit

## Name It!

- Pick one of your top 5 strengths from your Signature Theme report and highlight the parts of the description that best resonates with you
- Consider which elements do think are reflected in your personal brand
- Write down words or phrases that describe your personal brand (VIPS)

# Name It – Personal Example

## Connectedness

Things happen for a reason. Those with strong Connectedness talents are sure of it. They have a **powerful conviction** that everyone is connected. While each person is responsible for their own judgments and actions, those with strong Connectedness believe **everyone is part of something larger**. This belief implies certain responsibilities. Their awareness of these responsibilities creates their value system. They are considerate, caring and accepting. Confident in the unity of humankind, they build bridges for people of different cultures. They give others comfort that there is a purpose beyond everyday existence. Their **faith is strong. It sustains them and their close friends in the face of life's mysteries**.

## Personal Brand Descriptors

- Faith
- Family
- Tradition

# Name It – Professional Example

## Strategic

The Strategic theme enables you to sort through the clutter and find the best route. It is not a skill that can be taught. It is a distinct way of thinking, a special perspective on the world at large. This perspective allows you to **see patterns** where others simply see complexity.

**Mindful of these patterns, you play out alternative scenarios, always asking, “What if this happened? Okay, well what if this happened?”**

This recurring question helps you see around the next corner. There you can evaluate accurately the potential obstacles. Guided by where you see each path leading, you start to make selections. You discard the paths that lead nowhere. You discard the paths that lead straight into resistance. You discard the paths that lead into a fog of confusion. **You cull and make selections until you arrive at the chosen path—your strategy.** Armed with your strategy, you strike forward. This is your Strategic theme at work: “What if?” Select. Strike.

## Personal Brand Descriptors

- Thoughtful
- Versatile
- Purposeful

# Internal Audit

## Name It!

- Pick one of your top 5 strengths from your Signature Theme report and highlight the parts of the description that best resonates with you
- Consider which elements do think are reflected in your personal brand
- Write down words or phrases that describe your personal brand (VIPS)

# Personal Brand Audit

## Name It!

Make your Signature Themes your own.  
Identify what this theme means to you.

## Aim It!

Flex your talents. Intentionally practice  
using and developing this set of talents.

## Claim It!

Appreciate the unique power and  
value you have and bring to others.



# External Audit

## Family/Friends Perception

- Refer to your responses from family/friends
- Do their words align with your personal perception?
- Are there gaps?



# External Audit



What do others see.....

# Perception vs. Reality

## Reconciling Your Personal Brand

- What do you want to KEEP doing?
- What do you want to STOP doing?
- What do you want to START doing?



# Next Steps

## Name It!

Make your Signature Themes your own.  
Identify what this theme means to you.

## Aim It!

Flex your talents. Intentionally practice  
using and developing this set of talents.

## Claim It!

Appreciate the unique power and  
value you have and bring to others.

# Aim It!

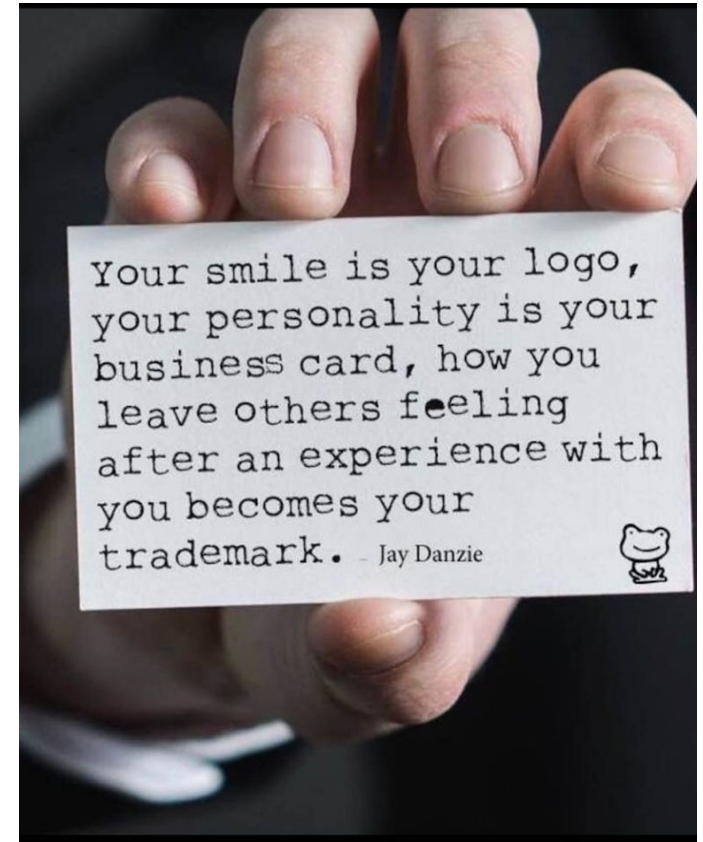
## Taking it to the next level...

- Work to draft your personal brand statement
- How can you leverage your personal brand and strengths to take ownership of your journey in the MSBA program this year?
- How does your brand and strengths support your Career Development process and translate to roles and industries?

# Aim It!

## Mod 1 Goals/Deliverables

- Personal Brand Statement (Pitch)
- Resume
- LinkedIn Profile
- Action Item: Schedule 1:1 appointment to review these deliverables
- Upcoming Networking Workshop in Mod 1 (stay tuned for date/time)



# Gallup Access Resources

## Gallup Access

- View Learning Content
- Create Action Plans

## CliftonStrengths

- CliftonStrengths 34 Report
- Strengths Insight Guide



# Questions?

