# #chatsportsbiz Recap: Managers Sharing Leadership Advice- June 16th, 2016



Leadership is a quality that all hiring executives look for and it’s also something all employees strive gain experience within the workforce. On this edition of our Twitter chat, Bob Hamer asked current sports industry managers across the industry on leadership advice and management skills. If you were a little preoccupied with Game 6 of the NBA Finals or the Copa América Quarter-final of USA v. Ecuador, check out some of the great conversations we had below:

**Q1: What was the toughest part of your first management job?**

“Time management between selling and spending time training and developing team”- **Jon Klein, GM of Ticket Sales with IMG Learfield at the University of Memphis** (@JonKlein1)

As a manager you’re expected to do your job, but also help your team in any way that you can. Let them know the secrets that you learned in their position. Their performance and attitude is a reflection of you as a manager.

“Understanding that you are not managing yourself and each person is motivated differently. And time management”- **Andre Luck, Director of Season Ticket Sales for the Houston Astros** (@andreluck2)

Learning different motivation techniques is an essential part of being a manager. Everyone is motivated by different things/objectives/attitudes/conversations, get to know each of your team members so you can motivate them in a way that will help them succeed.

**Q2: In your opinion, what’s the most important part of being a good manager?**

“Focusing on the career development of your team & ensuring they’re always improving/striving to reach goals”- **Jake Cohen, Account Manager at Octagon** (JCo5190)

Have a conversation with each of your team members to understand their personal and career goals. This way when an opportunity arises you’re aware of a team member who might want to pursue that chance.

“After a week at #NACDA16, being intentional about creating the culture you want/need 4 success.”- **Natasha Brophy, Assistant Athletic Director of External Operations at Texas A&M University- Commerce** (@nmbrophy)

Culture is a huge part of creating an environment for success. Be upfront in what you believe success means to you as a manager, but also get input from your team members of their ideas of success. Incorporate all of the ideas of success to create a culture.

**Q3:** **We all know training is important. What are keys to providing great training for your team?**

“Make it fun + lively. Show how it’s done, then watch + listen. Videotaping is key too! Need reps to see/hear themselves”- **Andrew Sidney, Manager of Group Tickets and Inside Sales at Houston Rockets** (@Andrew\_Sidney1)

I love this idea of videotaping reps (with permission of the clients of course)! They can learn so much about their nonverbal communication skills and how that affects the course of a conversation.

“Opp to lead training w/ peers. Not only train the skill/practice, but valuable leadership experience”- **Dustin Toms, Account Executive at Sacramento Kings** (@Dustin\_Toms)

In this situation a manager is conquering two major tasks: skills and training with giving team members an opportunity to show their leadership ability. This is a great way to give entry level members a chance to practice their skills as a leader.

**Q4: Many managers struggle having tough conversations with underperforming employees. What’s important to doing it well?**

“Should be handled case by case, know who the employee is as a person, but I’d say shoot it straight, honesty triumphs”- **Jason Stein, Director of Recruiting at Sports Business Solutions and VP of Partnerships/Business Develop of Front Office Sports** (@JStein209)

No two team members are the same, you need to understand each member and how you should approach them with the situation at hand. You do need to be honest in your expectations with them and how they are or are not meeting them.

“Preparation and practice…Role play doesn’t stop at the rep level!”- **Joel Adams, Director of Business Development of Miami Dolphins & Sun Life Stadium** (@Joel\_\_Adams)

Everyone can use continuous practice of their training and skills. Keep things fresh with your team members by reviewing old skills while also introducing new ones.

**Q5: What’s the best advice you’ve ever received about how to be a great leader?**

**“**Be the professional and leader you needed when you were in their position”- **Joseph Elledge, Co-found of #YPSportsChat** (@JoeyElledge)

This is my favorite piece of advice from our chat. Managers need to reflect on what they needed/wanted from a leader when they were new to the industry. Remember the qualities of the leaders that you looked up to when you were in their shoes.

“A little cheesy but people don’t care how much you know until they know how much you care…that’s stuck with me”- **Andre Luck, Director of Season Ticket Sales for the Houston Astros** (@andreluck2)

We are working in a professional industry, but it’s also a personable industry. Show people that you’re invested in them and you’re passionate about your job. You can spend hours working on your technical or sales skills, but if you ignore your people skills it’ll be hard to succeed in this world.

That’s our recap for this edition of #chatsportsbiz. Don’t forget to join us on Twitter next time on Thursday, June 30th at 6pm PST. Make sure you’re following Bob Hamer (@SportsBizBob) to catch our next topic!

-Jordan Wetherbee

Sports Business Solutions: Marketing & Communications Intern

jordan@sportsbusiness.solutions