

# Why Pro Sports is Decades Ahead in Recruiting

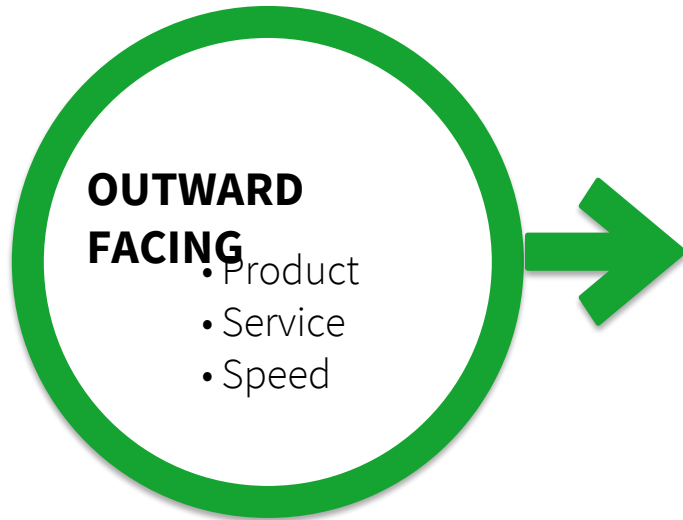


**Cody Royle**

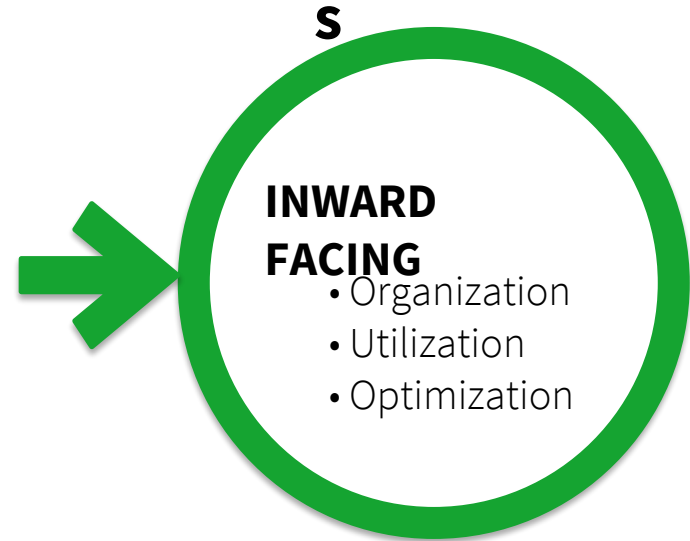
Head Coach  
AFL Team Canada

# Business vs. Sports

## Business



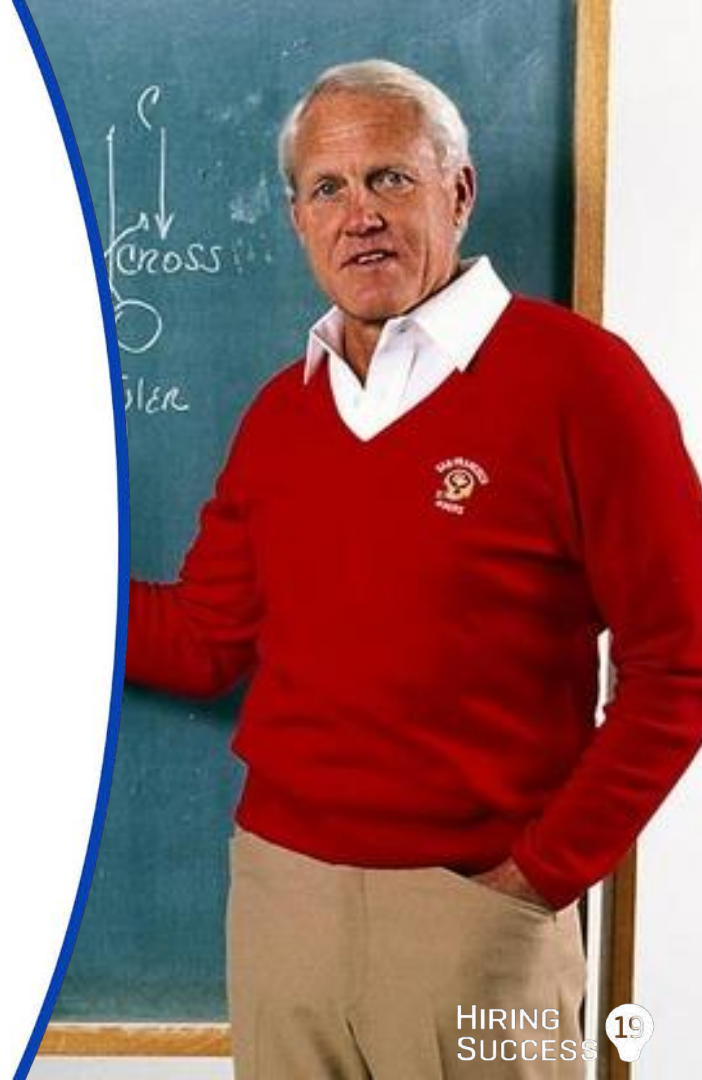
## Sport



“

I don't want to hear what  
he can't do. Tell me what  
he can do to help us.

Bill Walsh  
Head Coach  
San Francisco 49ers (1979-1988)



# Scouting Recruiting

## CREATE TALENT SCOUTS

- Prospect talent like you do with clients
- Focus on how each prospect can help

## BUILD YOUR DRAFT BOARD

- Rank talent pipeline based on desirability
- Always build intelligence

## HUMANIZE THE PROCESS

- Humans recruit humans
- Great brand marketing

# Interview Differently

## INTERVIEWING WITH INTENTION

- Identify motivations and hidden value
- Interview with transparency

## INTERVIEWING IS MARKETING

- Toronto FC used Drake
- Boston Celtics used Tom Brady

## INTERVIEWING IS SUCCESSION PLANNING

- Average job tenure ~2 years
- Never interview in isolation

# Optimized Leadership

## EXPECTATIONS ARE SET

- Employment relationship begins honestly
- Motivators are known for both sides

## ADAPT YOUR STYLE

- Lead from a position of knowledge
- Individualize journey for all staff

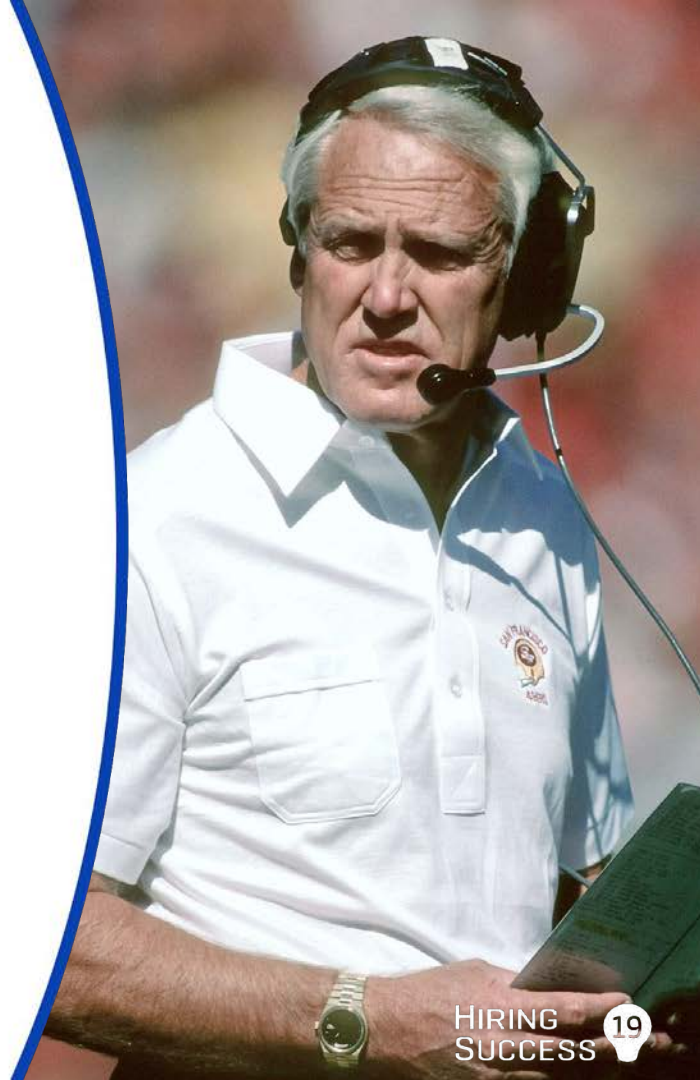
## EXITS BECOME EASIER

- Employees can self-select out
- Cycle repeats

“

People matter most—more than equipment, investors, inventions, or X's and O's.

Bill Walsh  
Head Coach  
San Francisco 49ers (1979-1988)



# **Why Pro Sports is Decades Ahead in Recruiting**

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# Choosing Your Adventure Bingo Number

Attract

**41**