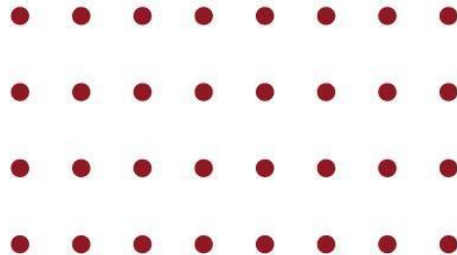


MIM115 Global Sports Business and Industry



News Palco 23

Club America, first Mexican Club to be in the stock exchange

<https://www.palco23.com/clubes/club-america-el-primer-equipo-mexicano-de-futbol-en-cotizar-en-bolsa>

Paramount and Comcast Joint Venture

<https://www.palco23.com/media/paramount-y-comcast-estudian-combinar-sus-servicios-de-streaming-en-estados-unidos>



Class 11: Legal and Ethical Issues in Sports

- Critical Understanding of the Ethics And Integrity in the Global Sports Network
- Ethical Principles Applied to Sport Management
- Codes of Conduct - Social Responsibility and Sustainability

Critical Understanding of the Ethics and Integrity in the Global Sports Network



- What do ethics and integrity mean in the context of sports?

Critical Understanding of the Ethics and Integrity in the Global Sports Network



- How do ethical principles impact the decisions made by sports managers and athletes?

Critical Understanding of the Ethics and Integrity in the Global Sports Network



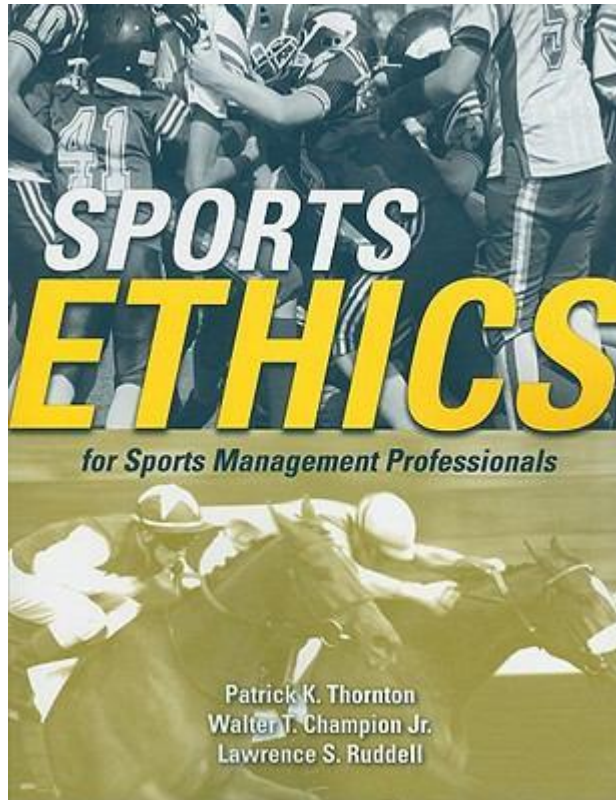
- Why is integrity crucial for the reputation and success of sports organizations and events?

Fair Play



- Alcaraz & Rinderknech 2023
<https://tennisconnected.com/home/2023/06/21/alcaraz-fair-play-at-queens-club/>

Transparent Governance in Sports Business



- ● Transparent financial reports
- ● Defining roles and responsibilities of individuals
- ● Codes of conduct
- ● Stakeholder communication

Weekly Meetings To Maintain Focus and Integrity

1	VERTICAL	OBJECTIVE	KEY RESULT	DRI	TEAM	PRIORITY
3	Pre-sales	400 contacts per day+ follow up (crear cuentas d	Send first message and if they do not answer in one week, follow up message	They have to fill in the form to have	Ana + Damaso	High
4	Pre-sales	Conversation with players 30 minutes in the mon	have a conversation on social media with leads	Fill in the form to have first meeting	Cristina + Ivan	High
5	Sales	50 meetings a month	Reaching "x" leads, "x" leads fill in the questionnaire and "x" leads have the first meeting, "x	Find new ways to scrape	Michael	High
6	Sales	Increase the percentage of conversion	Increase the percentage fo conversion of "x" students filling form to "x" students	Ask for feedback from players why t	Damaso	High
7	Sales	Increase percentage of first meeting	Increase percentage of first meeting from "x" percentage rate to "x" percentage	Ask for feedback from players why the	damaso	High
8	Sales	increase percentage of second meeting	from "x" percentage rate to "x" percentage	Ask for feedback from players why the	Ivan, michael	High
9	Sales	Increase percentage of signing contract	sign contract	Feedback from player + agency	Ivan, michael	High

Comments:

Customer headlines (employees news, issues of the week good or bad:

- New web page ready now!

-
-

To do list is weekly! Discuss to do lists:

- Reformular mensajes de twitter.

-
-

Weekly Meetings To Maintain Focus and Integrity

The weekly leadership team issues list - Issues to be solved this week, highest level of importance

- Esportian objectives being off track
- Bad number in scorecard
- key employee issues
- major client difficulties
- Process and system related problems



Revision of Huddle Doc On a Monthly Basis (Ana)

L10

- [OPS Scorecard](#)
- Once a month Ops Google Meet: meet.google.com/nkw-epwy-ywi
- Weekly Recruiting Google Meet: meet.google.com/nkw-epwy-ywi
- [Twitter Process](#)
- [Recruiting Rocks](#)
- [RRSS PROCESS](#)
- [Webpage Blog Posts](#)

Tools

- [Streamyard](#)
- [Google Meets](#)
- [Twitter](#)
- [LinkedIn](#)
- [Youtube](#)
- [Web Blog](#)

Collections

- [Collections Rep Job Scorecard](#)
- [Collections Documentation & Notes](#)
- [Collections tracking spreadsheet](#)

Support

- [Support Rep Job Scorecard](#)
- [Admin Support Documentation](#)
- [Marketing Support Documentation](#)
- [Product Support Documentation](#)

Esportian Business

- [VTO](#)
- [Accountability Chart](#)
- [MSA & Scope](#)
- [Timesheet](#)
- [Job responsibilities checklist](#) for Ops
- [Personal Issues Solving Monthly session](#)

Revision of SOP On a Monthly Basis (John)

- Why? - Why is the SOP executed?
 - Ultimately, to onboard new prospects into the Esportian system and send more students to school under gaming and esports scholarships. The aim is to do this by creating an affiliate network of coaches, directors, or people of influence within the space.
 - Browse LinkedIn for Coaches & Directors
 - Browse Twitter for Coaches, Directors, and Students
- How does it create value in the business?
 - Esportian is able to take a placement fee from prospects who complete the initiation process. Students satisfied with the service will be able to vouch and refer to other individuals (compounding interest of Good Will).
- Where? - Digitally
 - The students we'd want to onboard would mostly live on the Twitter platform. YouTube would serve as a place where hesitant prospects would go to learn about the company and get information.
- When? - Is this SOP executed at a specific time? After a specific action?
 -
- Who? - Who executes the SOP? Use titles instead of names wherever possible so that as the company grows, the SOPs scale more effectively.

Revision of SOP On a Monthly Basis (John)

that as the company grows, the SOP's scale more effectively.

[To check Current Partnerships](#)

[Collaboration Agreements](#)

[Check before contacting if affiliate will add value to us](#)

[How to connect with the right affiliates & do meetings](#)

[Out Reach on LinkedIn & Twitter](#)

[Affiliates or Intermediaries Checklist](#)

[Referrals Presentation](#)

[Affiliates Presentation](#)

[Partnership Proposal Presentation](#)

[Outreach Messages](#) ***

[Our Key Affiliate](#) (answer the questions you know for next meeting to go over them)

[Issues List](#)

Revision of SOP On a Monthly Basis (John)

Outcome & Success Criteria

Have a network of 20 affiliates providing students to Esportian

Critical Steps

Tools

- 1) Twitter
- 2) Excel
- 3) Google Meets

Revision of SOP On a Monthly Basis (John)

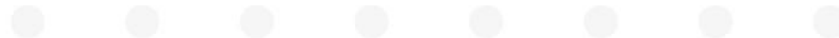
✓ ...

Example

- Create video recording when the critical steps are all complete



Next actions



Revision of Huddle Doc On a Monthly Basis

L10

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Revision On a Monthly Basis - People Analyzer

2	Core Values	Innovation	Empowerment	Accessibility	Community	Student-Centric	Get it (understan	Want it	Capacity to do it (mental, emotional, intellect, skill, knowledge capacity o
3	Name								
4	Ivan								
5	Damaso)+	-	-/+	-/+) +)+)+)+
6	Ana	-)+	-)+) +	-/+)+	-/+
7	Cristina)+	-	-	-/+	_/+)+)+)+
8	Michael)+)+)+)+)+)+)+)+
9	John								
10	Livia								

Personal Issues Solving Monthly session

- 1) Each person has to prepare and then share with the other what he or she believes are their greatest strengths and three greatest weaknesses
- 2) List all the issues and solve them
- 3) List actions to solve them
- 4) Meet every month and revise they have been accomplished

Revision On a Monthly Basis - ScoreCard

	A	B
1	If we do not hit the numbers mark in red	
2	If we hit 70% of the objective mark in yellow	
3	If we achieve the goal mark green	
4		
5		
6		
7	Who	Measurables
8	Damaso, Ana, Iv	Monthly Revenue
9	Damaso, Ana, Iv	Cash Balance
10	Damaso, Ana	Leads Contacted
11	Damaso	Number of responses
12	Damaso	Forms Filled in
13	Damaso	Number of Meetings Scheduled
14	Damaso, Ana, Iv	First Sales Call
15	Ivan, michael, Li	Second Sales Calls
16		
17	Ivan	Closed deals
18	Ivan	Customer Problems
19	Ivan	Customer Rating
20	Ivan	Accounts Receivable

Objectives
<i>Complete Monthly Objectives by the end of each month</i>
<i>Achieve margin goal on each job</i>
<i>Client satisfaction</i>
<i>Weekly reporting on time</i>



Every 90 days..

The Issues list on our vision/traction organizer - Issues that can be solved after 90 days

- Not enough priority
- New service ideas
- Employee issues
- Technology needs
- Capital needs
- HR policies



Activity



Each group research a case study involving an ethical dilemma in sports management (e.g., handling of athletes' personal data, decisions about event hosting). Present and propose solutions based on three ethical principles of your choosing



Thank You