

## **SportIn Global – Disrupting the World of Recruiting in Sports.**

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### **Aim**

Discover recruiters needs when it comes to increasing their efficiency and understand how to use new technology to improve the current recruiting process.

Research Question: What are the HR-managers challenges when it comes to recruiting top talent for their front office staff?

### **Methodology and Design**

*Primary research:* Conversations with HR-managers in the global sport industry (mainly Norway and USA), survey among sport organisations.

*Secondary research:* Data collection and analysis from the areas of; sports business, sports employment, and digital hiring.

In a young but growing industry, the sport industry is known for having a tight community and is small compared to most industries. It is an industry where everyone “knows each other”. The global sport industry is currently estimated at \$1.5 trillion (*Plunkettresearch.com, 2016*). Our total market, represents around 35 million people, working or studying in sports. This number is expected to reach 50 million within the next five years (PwC, 2016).

During our market research, we spoke with several HR-managers, representing top sport organizations such as; San Jose Earthquakes, San Francisco 49’ers, Oakland A’s, and The Norwegian Football Association. In order to understand the organizations needs and challenges, we asked several key questions around their recruiting process and what resources they used today. They all responded with a similar problem; “Lack of budget dollars and slow decision-making process” (Peggy O’Hollaran, San Jose Earthquakes, 2016).

With the biggest challenges being time and resources, we started researching how we could solve their problem. A natural solution, was to look into the digital hiring space. How valuable is it today and what is the current response among HR-managers?

### **Results and Implications**

Digital hiring has become an important tool for hiring managers these days, as they can spot everything they need to find out about a person. It is currently being used at a massive scale internationally and is a hiring tool that will continue to grow. Essentially it is about being where the people in your industry are. As the sport industry, 52 percent of hiring managers across the board, have agreed that “connections are very or extremely important for a graduate to land a job in their field of study” (*Chegg.com/pulse, 2013. P. 3*).

The future trends among HR-managers today, is that nearly 40 percent see the utilization of social and business network as crucial for their hiring process. Where the improvements of this tool affect the quality of candidates, quantity of applicants and the time-to-hire process. Another crucial factor, is the ability to showcase a user’s personality, as over 50 percent expressed that they had offered someone a position because they had a feel for their personality (*LinkedIn Global report, 2016*).

Today, we have been able to verify the HR-managers needs and challenges in several countries and sports markets across the world. With that, our conclusion and opportunity, lies into creating a recruiting system that solves their biggest problems; time and resources. Our challenge, is to make their hiring process as simple and effective as possible in order to find the right head for the job. With SportIn Global™ business networking site, we are making this process more direct and efficient for the sport industry. Sports organization will be able to use our recruiting- and personality algorithm, to find the best person for their job. *SportIn Global* is the world's first digital social platform for the sport industry and is accessible on computer and App. This platform is made specifically for sports professionals and students with relevant education and experience. This will be a global platform where Universities, sports organizations and students can be on a single platform with the purpose of building network, gain valuable inside information, and find their next job/co-worker/partner in the industry.

To conclude the abstract, the platform is made with a purpose of changing how sports organizations connect and recruit potential employees, with the use of Artificial Intelligence. With our smart system, we are able to give the organisation a top 10 list of candidates based on their needs. With this solution, they will save time and resources in their recruiting process. Therefore, we are disrupting the world of recruiting in sport.

### **References**

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