



11 CRITICAL STEPS TO ADVANCING YOUR CAREER IN ATHLETE DEVELOPMENT

As a person with experience in the field of athlete development, you certainly understand what it takes to be successful in your multiple roles. You prepare, work hard and put yourself in the right place at just the right time. As you look to advance your career in athlete development, it should be abundantly clear that the jobs are few and the applicants are many. Yet, someone is going to get the position you are seeking. Are you going to be the candidate they feel compelled to hire? If you are interested in setting yourself apart, get ready to get busy.

1

Go above and beyond in your current position, even if it's not the job you want.

You are on your way. Most all of us can do what it takes to get by, but that approach promises to limit your opportunities completely. If you're not the person who excels at what's asked of you and you don't go well beyond by seeking and tackling more responsibilities, odds are you're on a fast track to nowhere.

2

Identify opportunities to exhibit your initiative and abilities, outside of those expected of you in your current role.

What is better than demonstrating your knowledge, success and contributions to the field in front of current and/or future decision-makers? Plus, your current employer will likely see you in a more professional light.

3

Never stop doing your homework.

Set out with a plan, recognizing all that you can discover online. Research the next position you hope to attain. What are the application requirements? How often do positions become available? What challenges are they being asked to meet? Prepare like crazy before any interview. Know as much as humanly possible about the positions you hope to obtain and what you bring to them.

4

Get your resume and your LinkedIn profile in equally good shape. Be sure that your resume resonates. Read everything in your portfolio as if YOU were hiring YOU for a particular position. If you'd cringe reading your stuff, you've got little chance of separating yourself from fellow applicants.

5

Be social media savvy. And smart.

Understand all of the platforms...their advantages and their drawbacks. And think before you post. One poorly thought-out Tweet, IG or Tik Tok post is way more likely to prevent you from being considered for the job that you really want.

6

Stay in the know.

Read. Watch. Ask. Listen. Take notes. Be cognizant of what is going on with today's athlete on all levels and across all issues. Education. Mental health. Business. Marketing. Social issues. Activism. Gender equity. Diversity and inclusion. Rules.

7

Continuously add to your skill set.

Discover the specific skills/talents that will best prepare you to apply for your next position with confidence. Not exactly sure what abilities will add to your profile? Put the work in to find out what will help you when you do get that position.

8

Focus your networking efforts.

Being strategic about who can help you advance saves time, effort and strengthens your focus on the bigger goal - the next level position.

9

Attend a relevant online seminar/workshop. Reserve your spot, even if it means using a few vacation days and paying for it yourself.

What is better than gaining wisdom from industry experts and gaining access to presenters and fellow attendees at the same time?

10

Practice interviewing through Zoom.

Many employers are conducting video interviews. With today's limited budgets, fewer employers fly in candidates. Employers want level playing fields so expect to be presenting yourself live or on taped video or both.

11

Consider the services of a career counselor/coach experienced in the field of athlete development.

Individuals who understand the career development, planning and transition process can help you get to where you want to go faster. They have been where you're trying to go.

If you put the work in...if you expand your skill set...if you go the extra mile...if you stay aware...if you dedicate yourself to excellence, you CAN reach your goals. Remember, just like in sports, the most prepared and disciplined competitors have the best chance of winning.





Get In Touch



"When I started working with Dr. Hilliard, I didn't think an awesome career opportunity would come along so quickly. Dr. Hilliard's invaluable guidance continues to help me to achieve my career goals and I'm so thankful for her ongoing support."

Barbara Davis
Director of Women's Basketball
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