



Intended Career Presentation

SPORTS AGENT

GABRIELE CERTINI
Trinity Saint David College

“Since I was 5 years old, I have always had a passion for playing football and talking enthusiastically about the sport my whole life. I now want to utilize this passion and turn it into a long-term career choice by becoming a sports agent”.



What qualities do you need to become a good football agent?

- **DRIVE AND AMBITION**
- **CONFIDENCE**
- **GENERAL KNOWLEDGE ABOUT COMMERCIAL & SPORTS LAW**
- **EXCEPTIONAL COMMUNICATION SKILLS**
- **A TRUE PASSION FOR FOOTBALL**
- **FOOTBALL MARKET KNOWLEDGE**

What key skills are needed for the job?

- **Excellent communication ability**
- **Effective organisational skills**
- **Positive attitude**
- **Good football knowledge**
- **Get to the goal /determination**



What interpersonal skills do I need to improve?

- **Better time management**
- **Negotiation skills-WIN-WIN situation**
- **Sports commercial and human resources laws**
- **Multi-tasking including prioritization of tasks**
- **People skills and interaction with different types of people**
- **Improve my understanding of English and what people are actually saying (rather than the words)**



Using my past to guide my future direction

I look in the mirror and see that my past has been a test and has pushed me to aspire to do the job I really want to do.

MY PAST EXPERIENCES



MY FUTURE PERSPECTIVE



What can I do to build on my strengths?

- **Always be on the lookout for football news and sports managerial news information.**
- **Be ready to listen carefully to other peoples needs and show that I am available to help them**
- **Be more productive and learn new skills every day.**

What can I do to minimize my potential weaknesses?

- **Stop underestimating myself and always be the first person to fully believe in myself**
- **Minimize activities that would take me away from my career goal**
- **Utilize digital media and books to ensure I am more comfortable with my level of English and keep updating my contract law skills**



SWOT ANALYSIS



Passion for football

- Deep understanding of football management
- Productive
- Good understanding of people



Understanding of English

- Updated knowledge of contract law
- Confidence in my ability /Self esteem
- Business management skills



Working with Stonewall FC

- Multi-language Speaker
- Ability to work anywhere to gain experience



Highly competitive marketplace

- Dynamic and Evolving environment
- Potentially lonely job
- Unpredictability of players and managers to commit

Personal Development Plan (PDP)

What are my overall goals that I want to achieve?

Short Term -What is the first step necessary to become a Football agent?

- Study for a degree or postgraduate course in international sports management or business management
- Knowledge football market and news

Mid Term-What do you need to be a valid element, and be considered in the Football Agent sector?

- Work experience with a sports agency.
- Build social media connections with top football sports agents to gain deeper understanding of skill set
- Build stronger interpersonal and self belief skills

Long Term- What do I need to do to establish myself as an excellent football agent and have full control of my business?

- Scout for new and talented athletes and players at junior sports matches and events
- Manage your client's career in terms of marketing and endorsement activities
- Find suitable sponsorship opportunities with commercial organisations for athletes and players that are suitable for their age, level of ability and salary expectations

Personal Development Plan (PDP)

**What do I need to learn specifically?
What skills do I need to work on?**

How am I going to acquire the skills and knowledge?

Short Term -What is the first step necessary to become a Football agent?

- Self-management, legal and business knowledge, starting to expand my social network
- Improve my communication skill and my level of English

- Have a nice develop plan for my future
- Studying with passion and being available to learn.

Mid Term-What do you need to be a valid element, and be considered in the Football Agent sector?

- Contact agencies to see if there are voluntary placements or internships available
- Build up your contacts by watching games and matches and getting to know club officials, and players, their parents and friends.
- Handle contract and salary packages

- After acquiring your FIFA football agent certificate, travel the world, meet new people and understand people's needs.
- Going around football stadiums and visiting sports clubs, conscientiously follow the matches and market news

Long Term- What do I need to do to establish myself as an excellent football agent and have full control of my business?

- Great communication and wide range of social network
- Skills of management and support your clients during times of personal difficulty, loss of form, or when they're feeling under pressure

- Have your customer network respect you and trust your work.
- Being able to receive job offers at major clubs and players, managing your own small team of employees

Conclusion

“Choose a **job** you love, and you will never have to **work** a day in your life”
Confucius

- My life's passion has been to build a career within football as an agent
- Business and management qualifications are essential in the modern world
- Excellent interpersonal skills are critical to succeed
- Determination and hard work will let me achieve my goals

