

LEADERSHIP THROUGH PHOTOGRAPHY & SOCIAL MEDIA (MY JOURNEY)

YEAR ONE

Learn and practice sports photography and techniques like motion blur, panning, and wide-angle shots.

Take more photos of different types of sports. Could also attend local sports events to capture action-packed images.

Start exploring different editing styles using Lightroom.

Share my work more often on social media to gather feedback and track engagement.



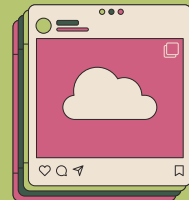
YEAR TWO

Focus on a specific sport to develop my skills and keep consistency within my portfolio.

Share behind-the-scenes content to expand audience engagement.

Try to collaborate with local sports teams or clubs to build up my experience.

Reach out to a professional sports photographer or social media manager and shadow them to gain hands-on experience into the industry.



YEAR THREE

Finalize a polished portfolio showcasing my best photos, videos, and campaigns.

Launch my portfolio online and share it with your audience.

Build professional connections by networking with sports media professionals and applying for internships or roles in the industry.

Pitch my portfolio to potential employers and reflect on my progress to set future goals.



LEADERSHIP THROUGH MY JOURNEY

This journey aligns with transformational leadership because it focuses on:

Motivating Others: Using creative content to engage and connect with audiences in sports.

Highlighting Key Moments: Capturing and sharing images that showcase the work of teams and athletes.

Encouraging Creativity: Developing new ideas and techniques to improve the quality of content and engagement.

By developing my skills and sharing my work, I aim to lead by example, showing how creative media can inspire engagement and enhance the way sports are experienced.



SMART TARGET.

Build a Portfolio of Sports-Related Content.

Specific: Capture action-packed shots from motorsports, football and other sports, experimenting with various techniques like motion blur, panning, or wide-angle shots to enhance creativity.

Measurable: Increase my engagement and interactions per post.
Experiment with different types of content (e.g., Instagram stories or carousel posts).

Achievable: Gain more experience using Lightroom & Premiere to create content for social media.

Relevant: Make a strong portfolio demonstrating my skills to show potential employers in the sports industry.

Time-bound: Complete and share my portfolio within next 3 years.



CONNECTING WITH NATIONAL GOVERNING BODIES (NGBS)

Event Access: NGBs organise key sports events, giving opportunities to capture professional-level action

Networking: Collaborating with organisations like Motorsport UK or The FA helps build connections with industry professionals

Skill Development: Working with NGBs would allow me to gain real-world experience and improve my photography and media skills.

Portfolio Growth: Capturing high-quality content at NGB events strengthens my portfolio and showcasing my talent.

Industry Insights: Engaging with NGBs provides valuable knowledge about trends and standards in sports media.

Future Opportunities: Building relationships with NGBs can open doors for internships, collaborations, and career progression.



LINKING OUTDOOR LEADERSHIP TO SOCIAL MEDIA INFLUENCE

Influencing and Inspiring Others: By capturing action-packed sports moments and sharing them.

I can influence my followers and inspire them to engage with sports or try photography. Just as outdoor leadership motivates others to challenge themselves in the outdoors, my photography and social media content could inspire followers to get involved in sports or take up photography themselves.

Leading Through Content Creation: My plan to experiment with different editing styles and share my work on social media is a form of leadership. It's similar to how outdoor leaders teach new skills and techniques. Just as I would guide someone through outdoor activities, I can lead your audience by showing them new ways to appreciate sports and photography.

