



# Athletes 2 Business

## Preliminary Questionnaire Analysis “Businesses”

- Melanie Strauch -

# Outline



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  - III.1. Opportunities in Recruiting Processes
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# I. Background Information



## Questionnaire “Businesses”

Type of survey:	Online
Period:	8 February – 20 April 2010
Number of questions:	11 (open and closed)
Languages:	English, French, German, Hungarian
Distribution:	Network of partner organisations, links on websites
Total respondents:	35

## II. Company Profile



Countries (N=35)

Hungary	France	Germany	Romania	Austria	Portugal	Belgium	UK	Non declared
7	6	6	4	2	1	1	1	6
20%	17%	17%	11%	6%	3%	3%	3%	17%

Industries:

IT: Telekom Hungary, Huawei Technologies

HR: Adecco

Transport: SNCF, RATP

Pharmacy: Bayer Romania

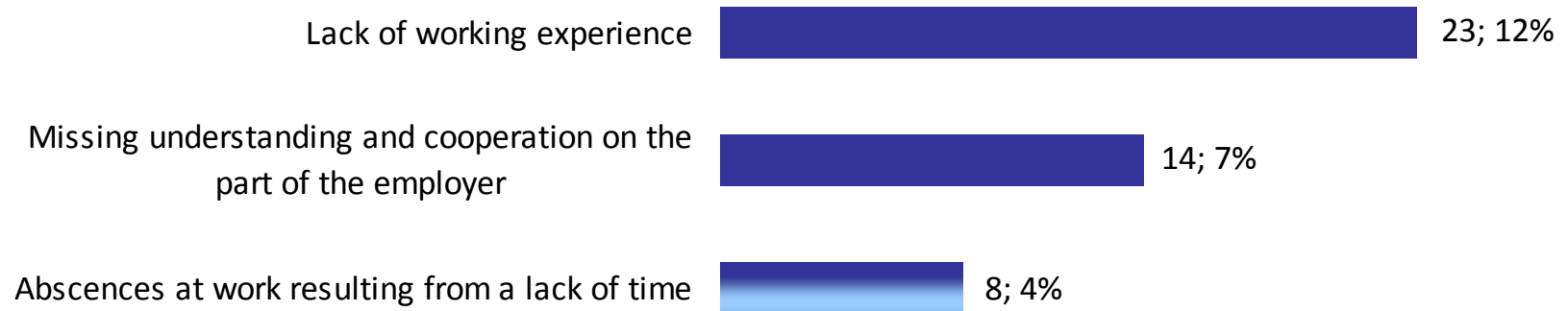
Commerce and Trade: Würth

53% of respondents are active in sports sponsorship

# III. Businesses and Athlete Recruitment



**Major obstacles preventing an athlete to achieve his/ her professional career goals.  
(Open question | N=191)**

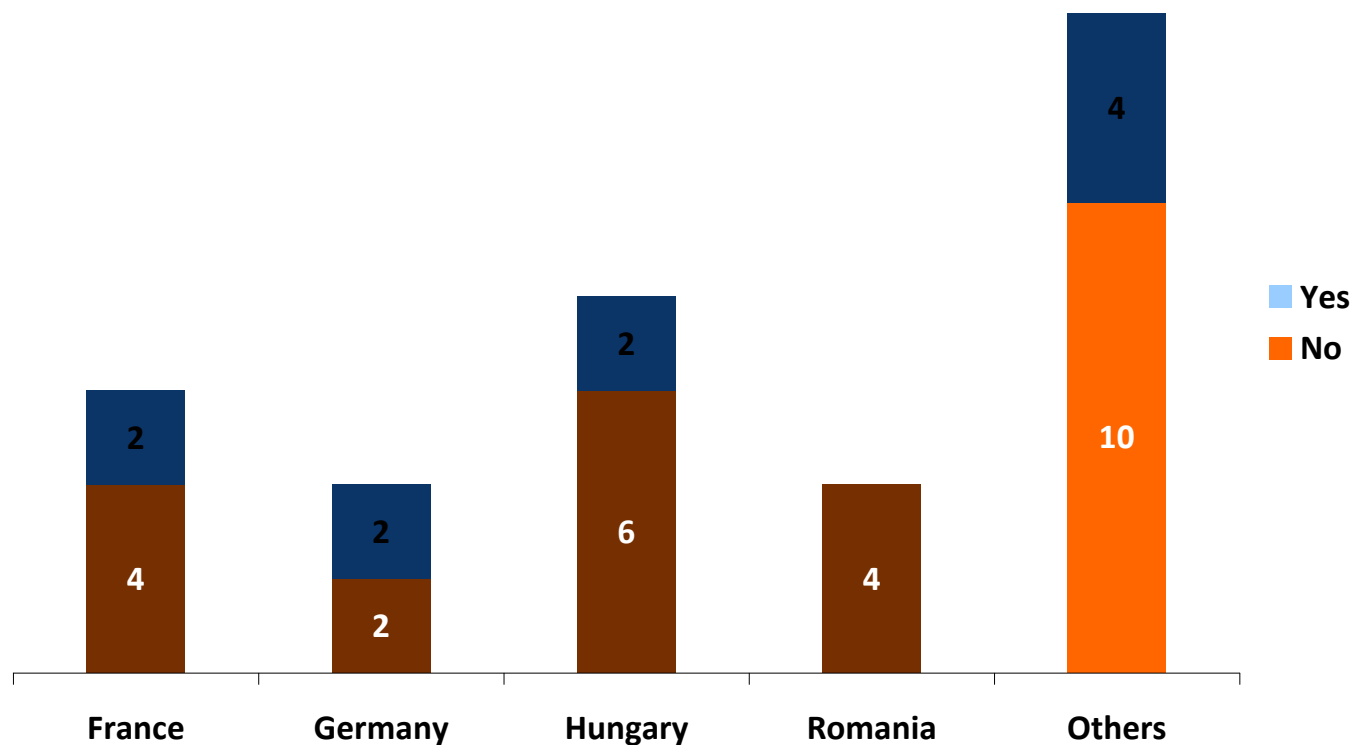


# III. Businesses and Athlete Recruitment

## III.1. Opportunities in Recruiting Processes



Does your company have a specific programme in place (internship, traineeship, etc.) for hiring high-potential athletes? (N=32)

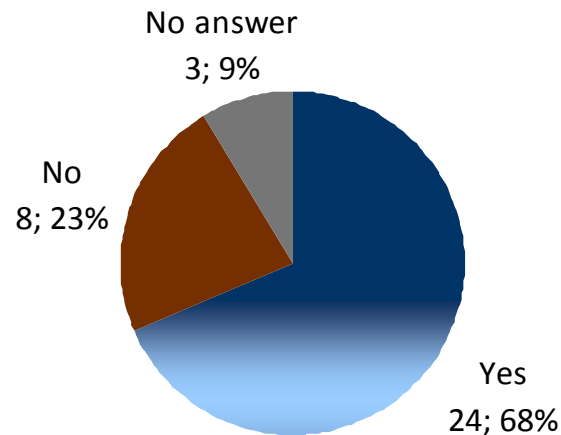


# III. Businesses and Athlete Recruitment

## III.1. Opportunities in Recruiting Processes



**If there were a programme that promoted elite athletes, would you be interested in hiring them? (N=35)**

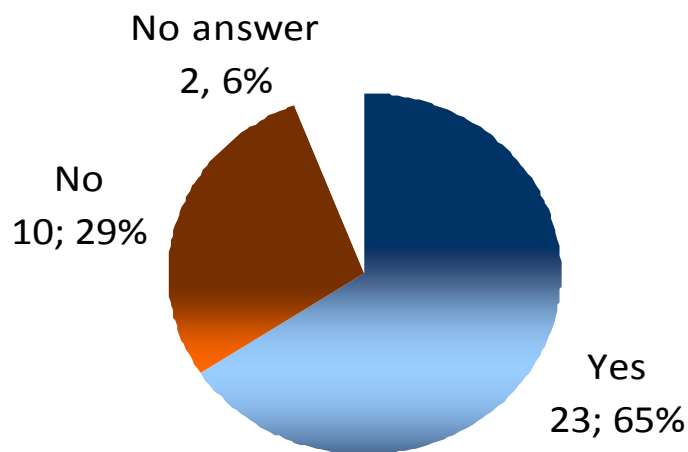


# III. Businesses and Athlete Recruitment

## III.1. Opportunities in Recruiting Processes



**Would you consider opening up your "general" recruiting programmes to athletes?  
(N=35)**

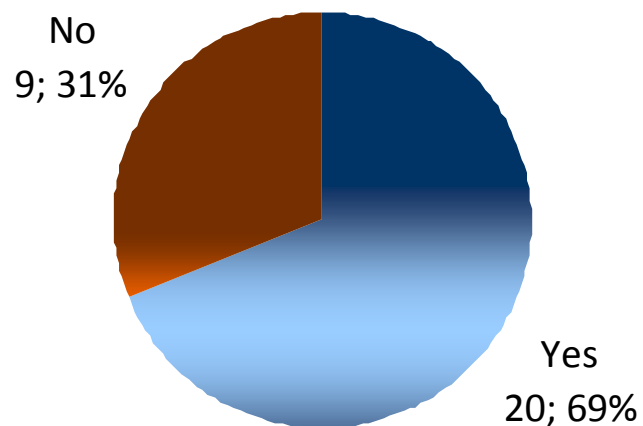


# III. Businesses and Athlete Recruitment

## III.1. Opportunities in Recruiting Processes



Can you think of corporate executives in your company with some sort of sport background? (N=29)



# III. Businesses and Athlete Recruitment

## III.1. Opportunities in Recruiting Processes



### BUSSINESSES:

If you were to hire an athlete, what unique characteristics would you look for?  
(Open question | N=44)

Perseverance	3
Proactivity	3
Motivation	3
Goal orientation	3
Team spirit	2

### ATHLETES:

What traits do you think could help you to be more successful in business?  
(Open question | N=421)

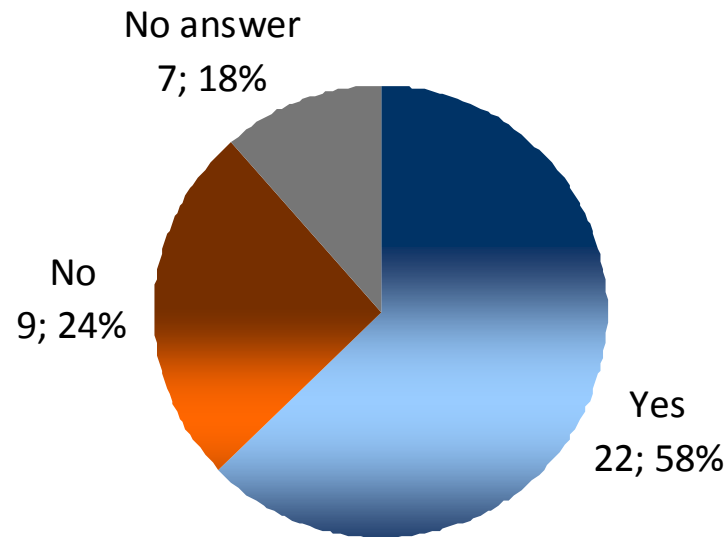
Perseverance	30
Team spirit	27
Competitiveness	24
Goal orientation	23
Motivation	19

# III. Businesses and Athlete Recruitment

## III.1. Opportunities in Recruiting Processes



Can you identify this (quest for characteristics) in your current recruiting process? (N=35)

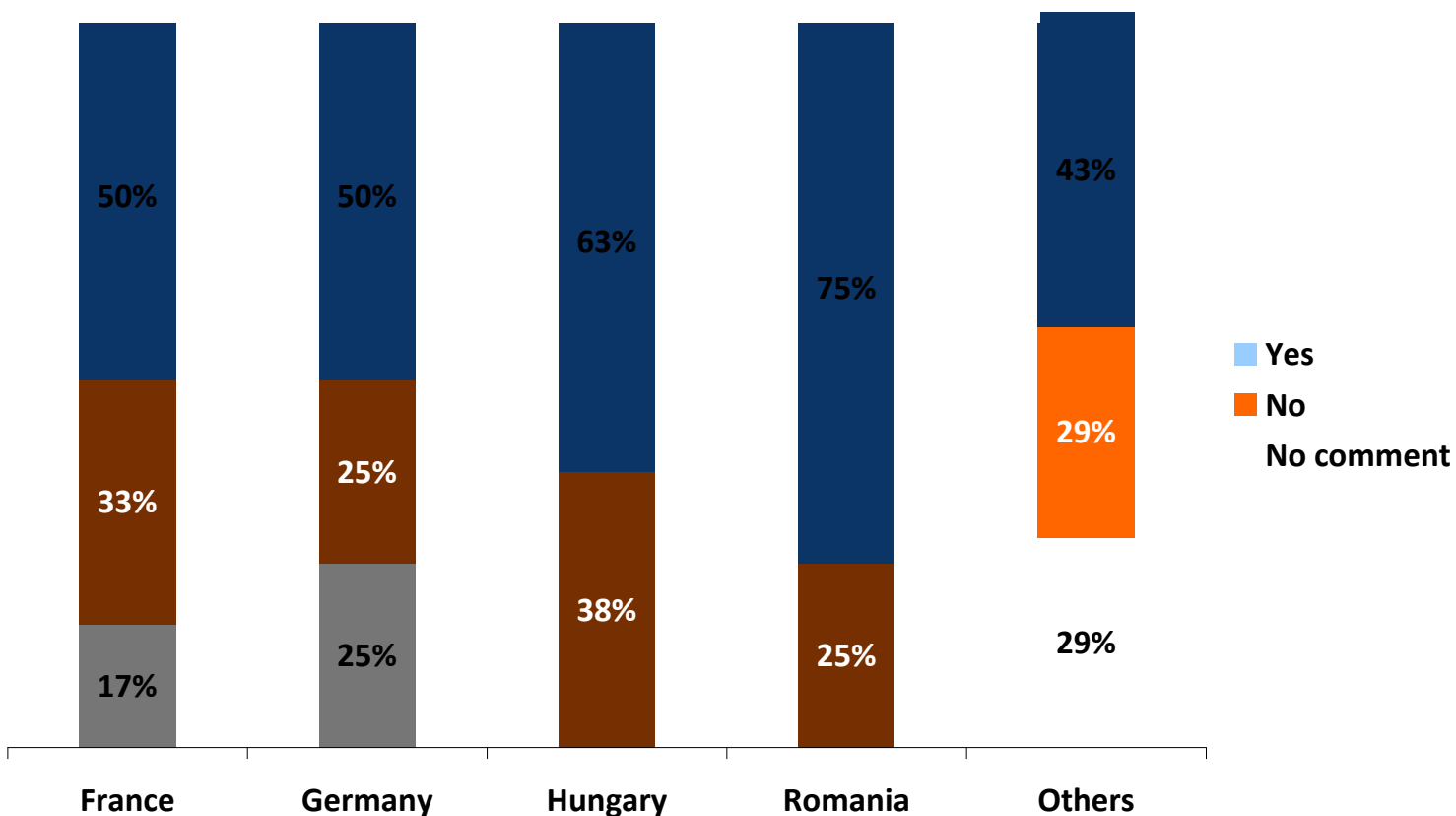


# III. Businesses and Athlete Recruitment

## III.1. Opportunities in Recruiting Processes



Would you consider a mentor programme? (N=35)



# III. Businesses and Athlete Recruitment

## III.2. Reasons for Hiring/ Not Hiring an Athlete



**If you were to hire an athlete, what are the top two reasons, you would hire her/him for?  
(N=22)**

<b>Team Player</b>	<b>4</b>
<b>Drive for Performance</b>	<b>3</b>
<b>Competence</b>	<b>3</b>

### Randstad Survey:

<b>Top-athletes are result-oriented</b>	<b>144</b>
<b>Top-athletes have perseverance</b>	<b>100</b>
<b>Top-athletes are inspiring for colleagues</b>	<b>72</b>

# III. Businesses and Athlete Recruitment

## III.2. Reasons for Hiring/ Not Hiring an Athlete

**If you were to hire an athlete, what are the top two reasons, you would not hire her/him? (N=11)**

<b>Lacking qualification</b>	<b>4</b>
<b>Absences</b>	<b>3</b>
<b>Lacking competence</b>	<b>2</b>

# III. Businesses and Athlete Recruitment

## III.3. Attributes of Athlete Friendly Employers



**When are you, according to Randstad, an athlete friendly employer?**

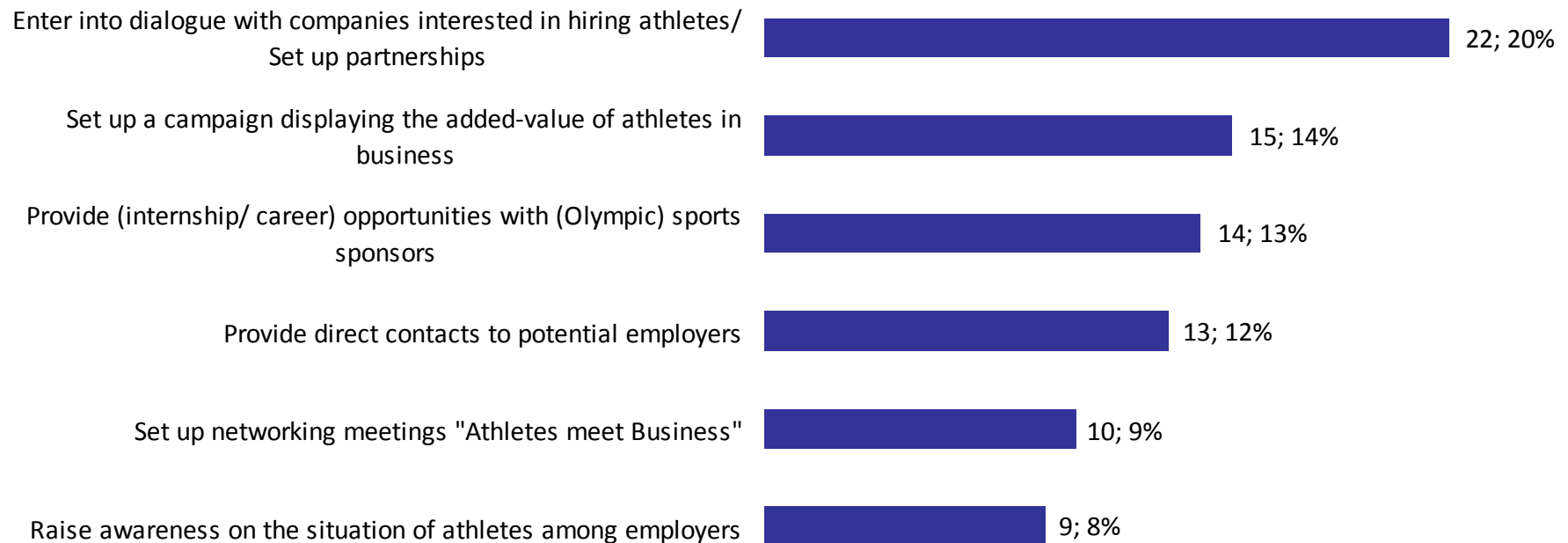
- if you offer flexibility in working hours, working days and location
- if you offer the possibility to a top-athlete to be absent during periods of training and tournaments
- if sport is number 1 and then the job
- if you have no demand for relevant working experience (to compensate by competencies)
- if you have good communication about the unique position of the top-athlete

# III. Businesses and Athlete Recruitment

## III.4. What Athletes Suggest



What could sport organisations do to support career transition and make the process easier? (N=108)



# IV. Topics for Discussion



- How to identify companies interested in hiring athletes?
- How could companies be helped with setting up an athlete programme?
- How could companies be helped to overcome the obstacles of hiring practices?
- How to raise awareness on the added-value of athletes among employers?
- What could agreements/ partnerships look like?

# Thank you for your attention!

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