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Donna Lopiano <donna.lopiano@gmail.com>

SMR Sports Management Newsletter

Donna Lopiano <dlopiano@sportsmanagementresources.com>

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Reply-To: dlopiano@sportsmanagementresources.com

To: dlopiano@sportsmanagementresources.com



Sports Management Newsletter

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In This Issue

What It Takes To Be A Great Athletics Director

The Personal Attributes of Leaders

Operating Principles for Athletics Organizations

[Join Our Mailing List!](#)

FAQs

[Q: How do you get stakeholders to embrace change?](#)

[Q: What factors contribute to the perpetuation of sex discrimination in athletics programs?](#)

Dear Management Professional,



This issue focuses on inspirational leadership and thoughts about operating as a respected professional. This is often the time of year when we look back at our personal performances and makes resolutions for improvements as we move into a new year. As a sports management teacher for many years, it always amazed me when during a role playing assignment, each very nice graduate student I ever assigned to play the athletic director role suddenly became a different person because they were trying to "act" like they thought an athletic director should act. Each student immediately tried to become someone they were not. My #1 and #2 rules for being a successful administrator are (1) be the honest, straightforward and caring person you have been for your entire life and trust your value instincts and (2) do not forget that you are never so important that you can't help 'pour cokes at the concession stand'. This is the time of year that we should remind ourselves about the 'basics'! We hope you find this issue thought provoking. Feel free to submit suggested topics or an FAQ for the next issue. Click on the button to the left to subscribe.

What It Takes to Be A Great Athletics Director



The different between being good and being great as an athletics director is dependent on specific skills, all of which can be learned. These skills and ways of dealing with people guide the athletics director's performance in five important administrative dimensions. How many of these abilities do you have and which

need more work? [Click here](#) to learn more.

The Personal Attributes of Leaders



The athletics director is the head coach of a team - a master teacher and leader who has the ability to organize and inspire a group of people to achieve common goals. Every effective athletics director is a highly organized person who is committed to bringing the best out of his or her players and pursuing the highest level of program excellence. While leadership qualities come more easily to some rather than others, all of the personal attributes of a good leader can be developed by intent. [Find out more.](#)

Operating Principles for Athletics Organizations



Operating principles reflect the athletics director's beliefs about the ways in which people and organizations achieve excellence - the keys to personal and organizational success. The essence of an operating principle is that it is an expectation about how everyone in an organization is expected to relate to each other, treat external stakeholders and approach everyday tasks. The most commonly made mistake is not relegating these expectations to writing and repeatedly communicating them to athletes, employees and donors. Find out more about [how to create these 'team rules'](#).

Thanks to all of our clients and friends who have made this first year of Sports Management Resources both rewarding and enjoyable. Bob Frederick, Christine Grant, Connee Zotos and I wish you a wonderful holiday season and a healthy, exciting and prosperous 2009! Let us know if we can ever be of help to you and your program. Check out the [SMR Library](#) for other information and resources or the SMR Blog for opinions on current scholastic and collegiate sports issues as well as general management topics. Suggestions for future newsletter topics are always welcome.

Sincerely,

Donna A. Lopiano, President
[Sports Management Resources](#)

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Sports Management Resources | 60 Harvest Moon Road | Easton | CT | 06612
