

# How to land your dream job

# Paul Bruce



- Started a Primary school teacher
- In 1997- 2000 I was a partner in sports management company with athletes through the 2000 Olympics in hockey, swimming & paddle
- Daughter Alison, played 50 international tests and member of the gold medal Hockeyroos team at the 2010 Commonwealth games in India.
- 15 years in community sport & recreation in a senior management role with Surf Life Saving Australia and was the CEO of Hockey NSW for 5 years
- In 2012 I stepped into the wonderful world of search and recruitment in sport
- In 2016 I started my own recruitment consultancy Left Field Sports. I have worked in partnership with many national sports recruiting CEO's, High Performance Directors, Game Development and Event Managers
- I am committed to investing back in the sports & recreation sector, as it is my observation at present there is a not enough focus on nurturing future leaders and a clear career pathway for sports grads through to senior management levels.

Reuben Williams 

23 February 2016 at 12:36 pm



High performance internship

To: Siobhan James

Hi,

My name is Reuben Williams and I'd like to apply for the high performance internship.

I am currently studying a Bachelor of exercise sport science/sport management at Deakin university Burwood and am about to start my second year.

Previously I completed 1.5 years of Marketing at RMIT before switching to a course I am extremely passionate about.

One day I hope to work with the Soccerroos and help take them to the World Cup. I believe this internship is a great start in gaining the necessary experience to achieve my goal.

I am hard working, intuitive, creative thinker who doesn't take himself too seriously.

Please find my resume attached.

Kind regards,

Reuben Williams  
0430 335 025



Feb16 Resume  
Reube...ms.pdf





## 20 NEWS

SATURDAY AUGUST 1 2020 GEEELONGADVERTISER.COM.AU

## NATALEE KERR

AFTER losing his dream job at Cricket Australia, Rueben Williams decided to move to Lorne and start a fresh venture – a change that inspired a new path of success.

When Mr Williams was stood down in April due to the impact of COVID-19, he

turned to the beach in a bid to relaunch his career.

In eight weeks spent at Lorne, he has started a business, cycled the Great Ocean Road daily, had his role made redundant, and launched a top-ranking podcast on iTunes.

"When I got stood down, I was tossing up what to do?" he said.

"I then asked myself, 'When am I ever again going to get the chance to move to the beach to work on a business I'm deeply passionate about?'"

With the ocean at his doorstep, Mr Williams began working on a podcast with his friend Ryan Walker.

The SportsGrad podcast is a "bite-sized guide" for

students and young professionals who want to enter the sports industry.

Three days after launching, it became the No.1 "careers" podcast in Australia on iTunes, with 1500 listeners in the first week.

"When I saw our name at the top I just thought this is ridiculous – it was pretty

surreal," Mr Williams said.

"It's very overwhelming to feel like everything you've worked so hard on come to fruition."

The 26-year-old said spending two months on the coast enabled him to remove a lot of distraction.

"It really allowed me to focus on one single objective – it was a great

space for me to clear my head," he said.

Mr Williams said the coastal lifestyle even inspired him to go on a "media diet," which involved blocking out all TV consumption.

"Living here taught me a lot about the things needed around me to set up success," he said.



**FORCED CHANGE  
A BLESSING  
IN DISGUISE**

Reuben Williams' podcast has topped the iTunes careers chart.

# THE SPORTSGRAD PODCAST



with **REUBEN & RYAN**

SPORTS**GRAD**

SPARK  
EVENT GROUP



# Today...

- *What you want to be known for - **Potential***
- *How to be known - **Networking***
- *How to scale who knows you - **LinkedIn***

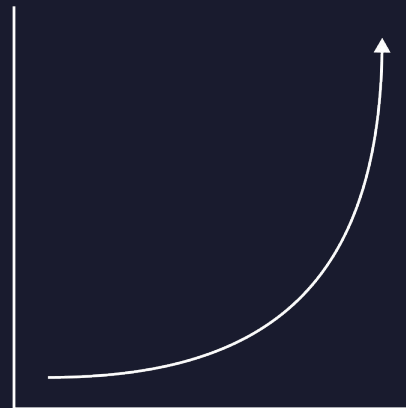


# What you want to be known for



# The Dream Hire

A motivated individual who's connected to the mission and develops **compounding knowledge & networks** that enables them to deliver the **greatest return for the business**



# Potential

1. Leadership
2. Emotional Intelligence
3. Creative thinking
4. Initiative
5. Previous results



sarah.pretty Today at 2:19 PM

First day at the CA office



2



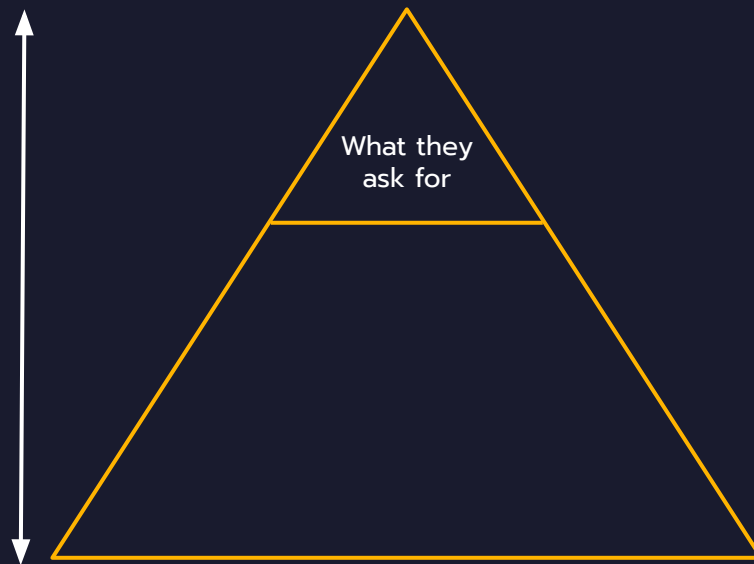
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1

# Build the Backend

What you know  
about yourself



# STAR

	Situation/Task	Action	Result
<b>Question: Tell me about a time you completed a project that made you proud.</b>	<i>In my final year of university I was the President of the Deakin University Sport Society. Here, it was my job to lead an organisation whose aim was to prepare students for a career in sport, primarily through events.</i>	<i>To ensure we were able to have a profound impact, I introduced key objective setting, schedules of planned activities and tasks, an overall strategic plan, restructured the organisation and implemented evaluation systems</i>	<i>Ultimately we were able to increase membership by 71% in one year (125 to 213+) and hit out lofty target of 200 members</i>

# Your turn...

Answer one of these questions:

1. Tell me about a time you used **leadership** to achieve an outstanding result?
2. Tell me about a time you used **initiative** to achieve an outstanding result?
3. Tell me about a time you used **emotional intelligence** to achieve an outstanding result?

# Be known by many



**To make an impact,  
come prepared**



# Connect to goals and person

High level goal	Person	
<i>GET A FULL-TIME JOB BY JULY</i>	<i>STEPH ROGERS / NBA</i>	
History		
<i>TENNIS AUSTRALIA</i>	<i>MANCHESTER UNITED</i>	<i>JOINED NBA 2018 - EVENT DIRECTOR</i>
Common Ground		
<i>DEAKIN UNIVERSITY</i>	<i>TO DISCOVER...</i>	<i>TO DISCOVER...</i>

# Make it mutual

What I want	What they want
1. FIND COMMON GROUND	1. HASSLE FREE CALL
2. SHARE MY FUTURE ASPIRATIONS	2. TO KNOW HOW THEY CAN HELP
3. ASK FOR REFERRAL INSIDE NBA	3. ENJOYABLE CONVERSATION

# Be intentional

Intended outcomes	Agenda
<ol style="list-style-type: none"><li>1. <i>INTERACTION WAS POSITIVE, AND HASSLE-FREE</i></li></ol>	<ol style="list-style-type: none"><li>1. <i>ASK ABOUT STEPH AND FIND COMMON GROUND</i></li></ol>
<ol style="list-style-type: none"><li>2. <i>STEPH KEEPS MY CAREER ASPIRATIONS IN MIND</i></li></ol>	<ol style="list-style-type: none"><li>2. <i>PICK POINT IN CONVERASTION TO SHARE MY GOALS</i></li></ol>
<ol style="list-style-type: none"><li>3. <i>RECEIVE REFERAL WITHIN THE NBA</i></li></ol>	<ol style="list-style-type: none"><li>3. <i>ASK IF THERE'S ANYONE ELSE WORTH MEETING</i></li></ol>

# Review and action

## Reflection



*CLEANLY TURNED THE CONVERSATION FROM HER CAREER IN EVENTS, TO MY SIMILAR ASPIRATIONS*



*QUESTIONS ABOUT HER CAREER WERE TOO GENERIC... DO MORE RESEARCH NEXT TIME*

## Next action



*REACH OUT TO REFERRED CONTACT AT THE NBA*

**SPORTSGRAD**  
The Networker  
Interaction

High level goal Person

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History

--	--	--

Common Ground

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What I want

1.
2.
3.

What they want

1.
2.
3.

Intended outcomes

1.
2.
3.

Agenda

1.
2.
3.

Reflection

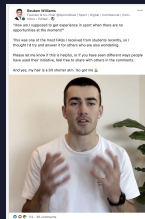
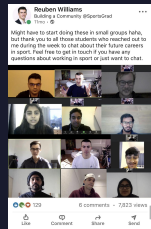



Next action


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# Scale who know you





**Reuben Williams**  
Building a Community @SportsGrad  
10mo · 🌐

...

Sadly, last week my role was one of the redundancies announced at Cricket Australia, and I am now on the hunt for my next opportunity.

Playing Cricket for Australia has always been a boyhood dream - to have had the opportunity to work at HQ has been the next best thing.

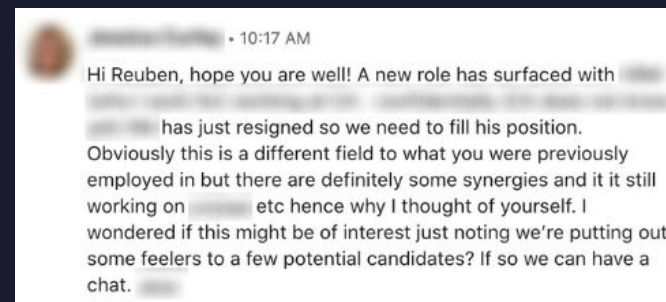
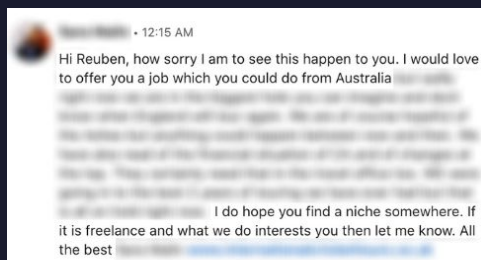
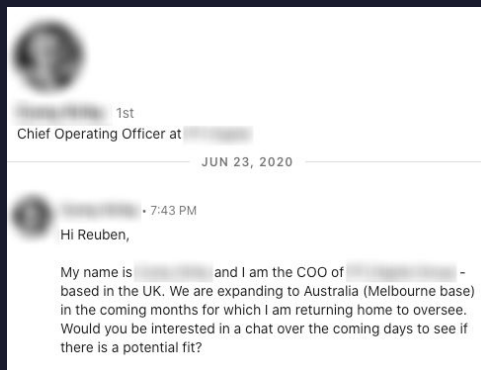
I leave with nothing but gratitude for the many exceptional experiences and great friendships I gained along the way.

It'll take some adjusting to explain to friends & family that they'll have to purchase their own tickets, and that lunchtimes won't feature a quick hit in the MCG nets, but I'm sure I'll find a way.

I am now seeking my next opportunity anywhere around the world, should you know of any roles which I would be a great candidate for, please do send me a message.

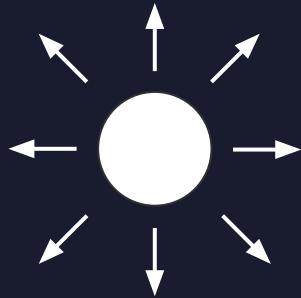
And to the students who have been reaching out for advice, please continue to do so, my time available to chat (and for golf!) remains greater than ever haha!

318 · 120 comments

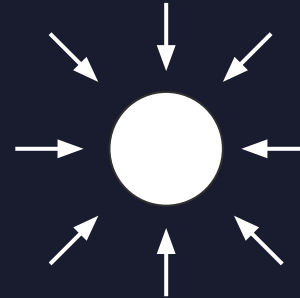


# Use content to attract

**Time consuming:**  
Submit job applications



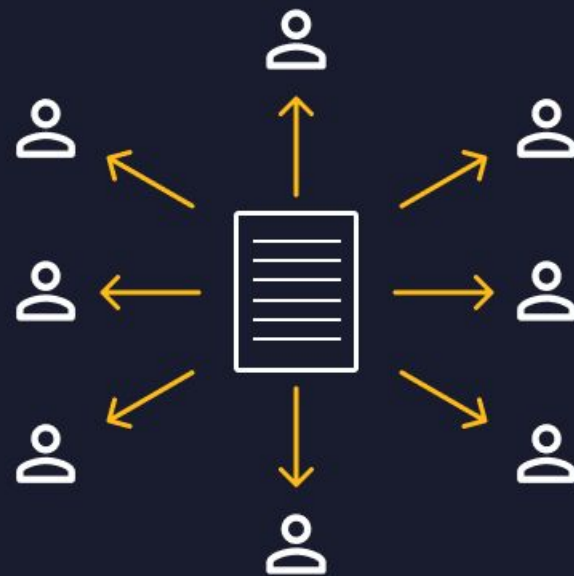
**Efficient:**  
Establish trust





***“How can I stand out from the crowd?”***



1% of LinkedIn profiles post content.





Hi everyone - I am looking for a new role, first months working remotely as I am currently overseas, waiting to return to Australia.

I would appreciate your support. Thank you in advance for any connections, advice, or opportunities you can offer. [#OpenToWork](#)

**Open to work**  
Talent Acquisition Partner, Recruitment Specialist and Human Resources Generalist roles

[View more](#)

# SIGNAL VALUE

LEADERSHIP

INITIATIVE

EMOTIONAL  
INTELLIGENCE

CREATIVE  
THINKING

PREVIOUS  
RESULTS

# SHARE WHAT YOU DO

WEBINARS

WORK

PODCASTS AND  
BOOKS

ACHIEVEMENTS

STORIES

# CONTENT MATRIX


	WEBINARS	WORK	PODCASTS	BOOKS	ACHIEVEMENTS	STORIES
LEADERSHIP						
INITIATIVE						
EMOTIONAL INTELLIGENCE						
CREATIVE THINKING						
PREVIOUS RESULTS						

**Reuben Williams** • 3yr • Edited • 🌐

Building a Community @SportsGrad

Big thanks to former AFL coach Chris Connolly for presenting the next edition of DUSSC's professional development series: The Art of Public Speaking. Great to see so many take up the opportunity.

Also, we've just hit our once ambitious goal of 200 members!! (125 in 2016) Very proud and hard working committee.



47 • 7 comments

👍 Like    💬 Comment    ➦ Share    ✉ Send

**Sarah Pretty** • 1st

Marketing Student/COVID Contact Centre Officer

Today I listened in on the first SportsGrad Job Fair!

Thank you **Ryan Walker** and **Reuben Williams** for organising this! It was great to listen to advice from **Kimberlee**, **Amanda** and **Daniel** in what they want from people applying for roles in their organisation and also some of the exciting upcoming roles!

I can't wait for the next one! 🥳

**Ryan Walker** • 1st


Building a community @SportsGrad

The first SportsGrad Job Fair of 2022 took place inside the Community today and we couldn't be happier.

We heard from **Netball Australia**, **Golf Australia** & **FIBA**, who all shared insights about the upcoming roles that are available within their organisation, as well as key things they're looking for in people applying for their roles.

The career advice from all our presenters on how to build your career in the Sports Industry was amazing to hear for all our members.

Thanks **Kimberlee Furness**, **Amanda Jenkins** & **Daniel Simons**!



Ryan Walker and 5 others

**Reuben Williams**  
Building a community @SportsGrad  
4mo · 🌐

It's a beautiful day to volunteer.



👍❤️🗨️ 98 · 1 comment

👍 Like    🗨️ Comment    ➦ Share    ✉️ Send

📊 3,640 views of your post in the feed

**Reuben Williams**  
Building a community @SportsGrad  
2mo · 🌐

Currently testing the new 'All Roles Flex' policy at [SportsGrad](#) - so far it's a winner!

Have always wanted to see if I could hack it being a bit of a digital nomad, what better place to trial it than Australia.

New episode out today, straight from the mobile studio!




👍❤️🗨️ 231 · 4 comments

**Reuben Williams**  
Building a community @SportsGrad  
7mo · 🌐

How good is Rod Laver with the roof open at twilight?! Appreciate the invite, Shannan Gove!

[#AO2021](#)



👍❤️🗨️ 114 · 1 comment

👍 Like   🗨️ Comment   ➦ Share   📧 Send

👁️ 4,615 views of your post in the feed

**Sarah Pretty** • 1st  
Marketing Student/COVID Contact Centre Officer  
15m • 🌐

The **SportsGrad** Podcast is becoming one of my favourites to listen to! Great episode with lots of interview tips!

**#155 ADAM KYLE**

Australian Sports Commission  
Human Resources Business Partner

**Interview prep:  
What HR wants  
you to know  
about their  
organisation**

**#155: Adam Kyle - Interview prep | What HR wants you to know about their organisation**  
SportsGrad Podcast: Your bite-sized guide to enter the sports industry

1:02 / 47:07

1x 15s [Pause] 15s 🌙

**Armaan Ahluwalia** • 1st  
Senior Manager, Partnership Insights at BSE Global  
1yr • 🌐

**Adam Grant** has been a great influence in my work life over the last three years and so I instantly bought and listened to "Think Again". In his most recent book Grant takes the approach of convincing people to rethink their approach or perspective. The main takeaway is one that I have been trying to practice in my professional career with a rigorous approach, and that is to rethink the problem to make sure it's the right approach. Too often we default to the common plan or strategy without rethinking what other options could be out there. I really enjoyed this book, and hope you do too!

[#armaansbookreview](#) [#leadership](#) [#strategy](#)

"A must-read." —Bill and Melinda Gates

**The Power of Knowing What You Don't Know**

**THINK AGAIN**

**ADAM GRANT**

**LARGE PRINT**  
RANDOM HOUSE

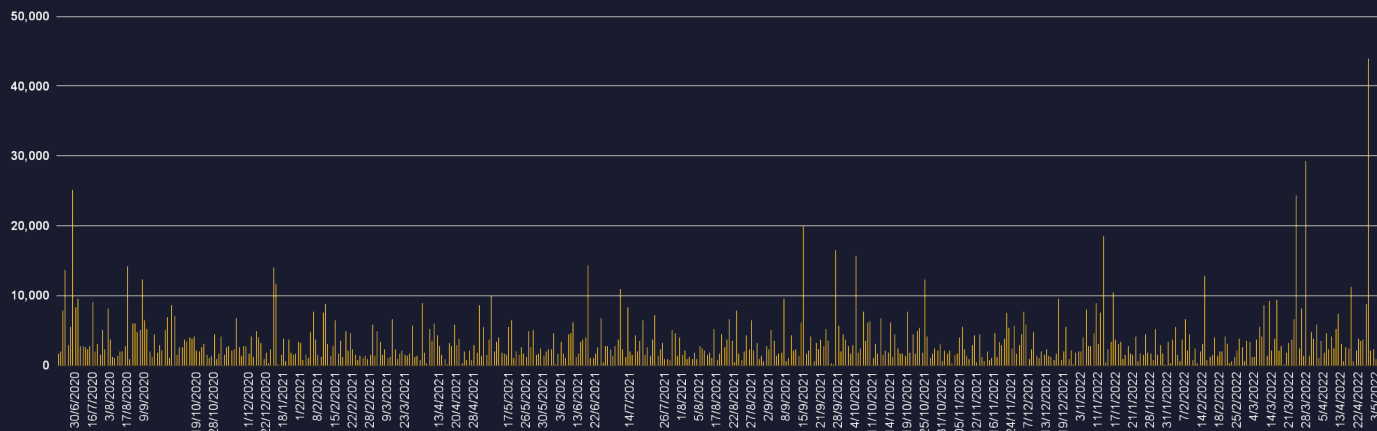
#1 New York Times bestselling author of **ORIGINALS**

with Adam Grant

# June 2021 to May 2022

Posts: **542**

Impressions: **1.88m**






THE  
**SPORTS GRAD**

COMMUNITY

# We've landed 202 jobs in sport



MAR 25

 **Nathan Perrone** · 4:16 pm  
Hey Reuben, I hope you are well mate.

Wanted to give you an update on the job at the AFL. I had an interview Tuesday and got a call today with the job offer! Just want to thank you again for the initial call we had and providing your thoughts and recommendations on my situation, it certainly helped in getting me to this point.



James Briggs 20 Apr  
to me ▾

Hi Reuben,

Just wanted to let you know that I was successful in securing the internship at Essendon which is very exciting.

Thank-you so much again for your help last week, it was perfect timing and definitely helped me out with the interview.

Will definitely be passing on your good work to my mates that are looking for work in the sports industry. I hope SportsGrad continues to succeed because it is a great concept and is obviously helping a lot of people like myself out in terms of realising their dreams.



Daniel Morris · 8:54 PM

Hi Reuben,  
Hope you are well! Just wanted to thank both Ryan and yourself for creating such a great community with SportsGrad. It's definitely my favourite podcast as well! Just wanted to let you know that I've secured my dream role at Cricket Australia as Event Coordinator, Hospitality. Even during lockdown in NSW, kept taking both Ryan's and your advice onboard and it worked. Once lockdown is over for both of our states, I would love to get a coffee with you if that sounds ok?  
Cheers,  
Daniel



# The SportsGrad Community

- Learn from experts
- Grow your network
- Access exclusive jobs

**First Month Free** Code: **UNISPORT**



## SportsGrad helps people get jobs in sport.

We both landed our dream jobs straight out of university at Cricket Australia. And whilst we loved working in elite sport, we now love helping others launch their careers in the sports industry.

☆ Hit **#1 for 'Careers'** on Apple Podcasts

🌐 Sports industry Discord of **300+**

👥 Meet people from the AFL, Cricket, Netball & more

📄 Over **200+ roles** in sport facilitated

[www.sportsgrad.com.au](http://www.sportsgrad.com.au)

## What we offer

### **PODCAST**

The SportsGrad Podcast is your bite-sized guide to enter the sports industry. Listen to inspiring interviews or practical lessons every Tuesday and Thursday. Find us on **Apple & Spotify!**

### **COMMUNITY**

Join a private **Discord community** of dedicated students, grads and professionals from the biggest sports on the planet. We connect people so our members can develop professionally and find great opportunities.

### **RESOURCES**

We also offer **blogs, templates** & downloads to help you become a natural at networking, build confidence and stand out in job applications.

