

The People Agenda Survey 2020

What the people of our Sports Industry have told us in a year of unprecedented change.

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**GLOBAL
SPORTS**
PEOPLE AGENDA

Welcome to our People Agenda

We are delighted to bring you the results of the inaugural People Agenda Survey.

Over 1000 participants from over 90 countries gave us their perspective on some of the key issues impacting their lives. Thank you so much to everybody who took part and the partners, customers and fellow people who helped share the message and survey across their networks.

We received responses from all sectors, age ranges and ethnicities to provide a diverse, global insight piece covering key topics such as Equality, Diversity, Inclusion and the impact of COVID-19 on career confidence; including what job seekers would consider important from their future employers.

This survey was conducted between July and September 2020, via an online questionnaire distributed to sports industry professionals and graduates around the world.

The People Agenda was created by Global Sports to facilitate and provoke discussion and change across the topics and events that affect the millions directly involved and employed in the Sports Industry.

This is the first of a series of Surveys and events we will be hosting. The outcomes of which we will continue to share with you all.

Enjoy the insights!



View from the top: Five key findings

The impact of a global pandemic can be seen by the 65% of those currently unemployed believe it to be due to COVID-19. There is clear and real concern around people's careers over the next 12 months, with increasing anxiety for more junior professionals, those currently unemployed and in sectors that have been most impacted by the pandemic such as the charity, leisure and event sectors.

Diversity & Inclusion is a critical topic for our industry to address with 85% of respondents believing it important. 'Black Lives Matters' has been one of the major defining moments of 2020, yet less than half of organisations our responders work for had successfully supporting the movement in their eyes.

Equal Opportunity remains an area for the attention of employers; with 49% of professionals seeing white ethnic groups having an advantage over ethnic groups when it comes to job opportunities. A view most strongly felt by younger generations - the future of our industry.

Returning to work in COVID-19 highlights an overwhelming concern over the prospect of returning to office life with over 70% worried about office life and associated social interactions with fellow colleagues or customers.

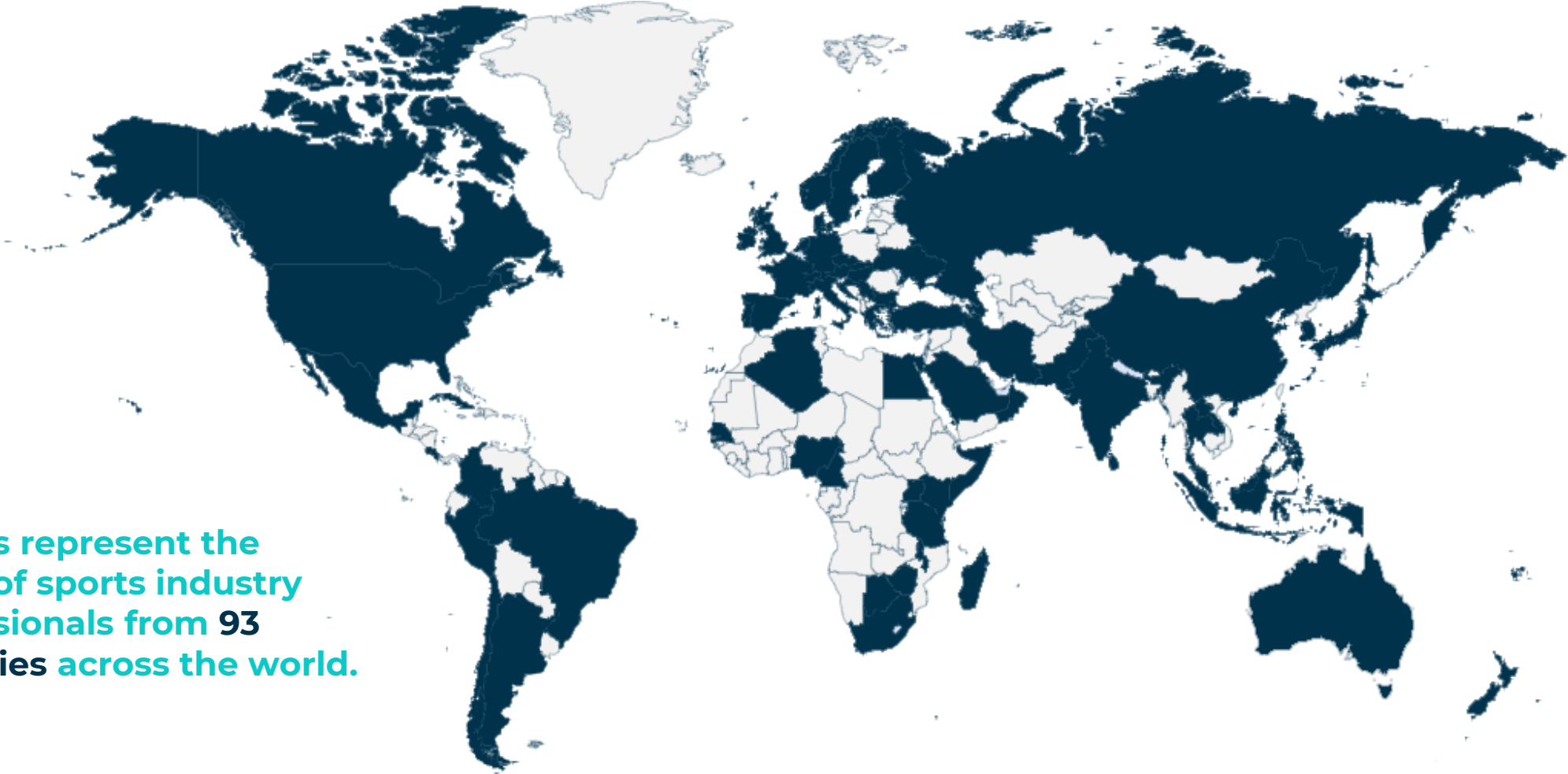
The future of work is being redefined, with people's motivations and values in the employers and the opportunities they choose shifting from more traditional incentives to ones shaped by recent event and the values of younger generations. Our results saw a shift to human centric drivers such as work life balance and professional development apposed to salary and job status. But is this just temporary?

The audience

Who participated and the current shape of the industry



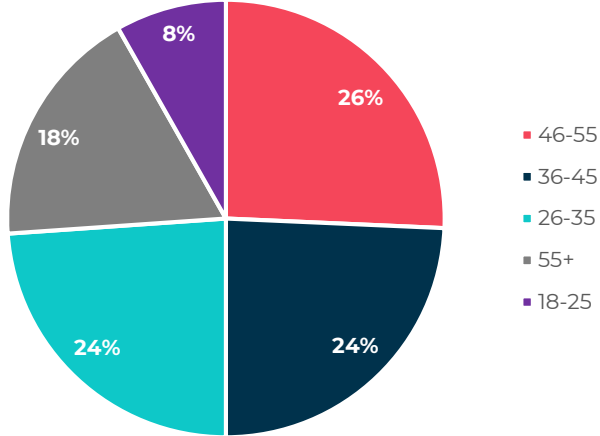
A Worldwide Response



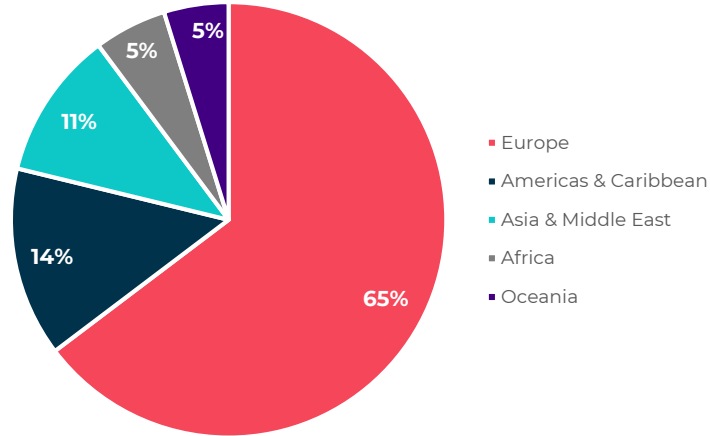
Results represent the views of sports industry professionals from 93 countries across the world.

Audience demographics

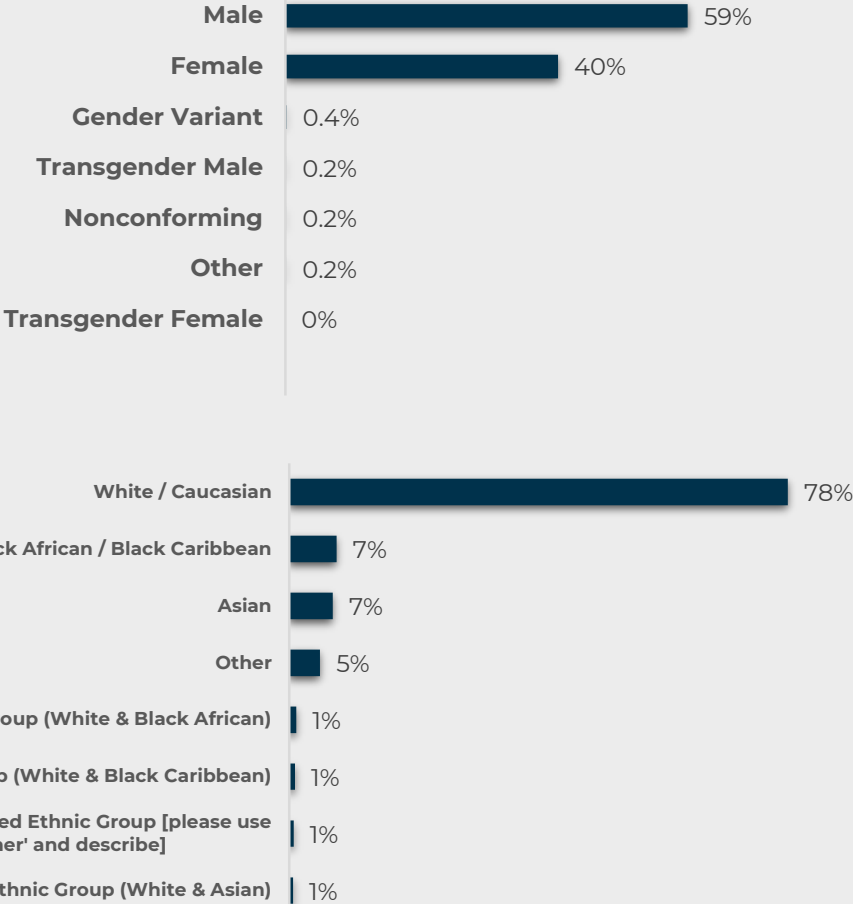
AGE GROUP



GEOGRAPHY

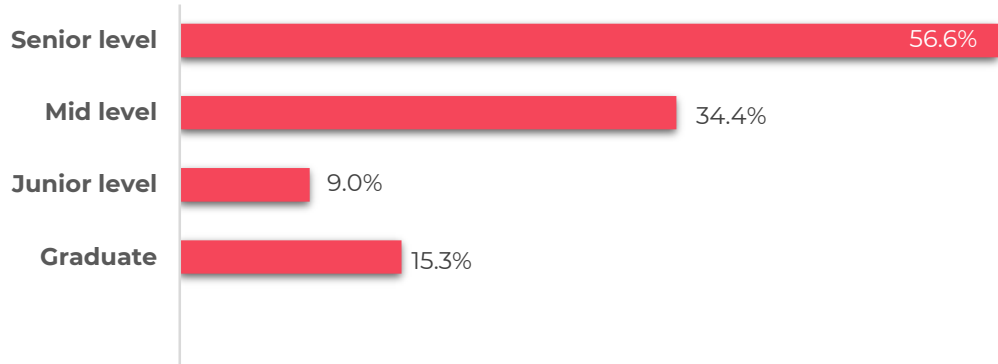


DEMOGRAPHICS

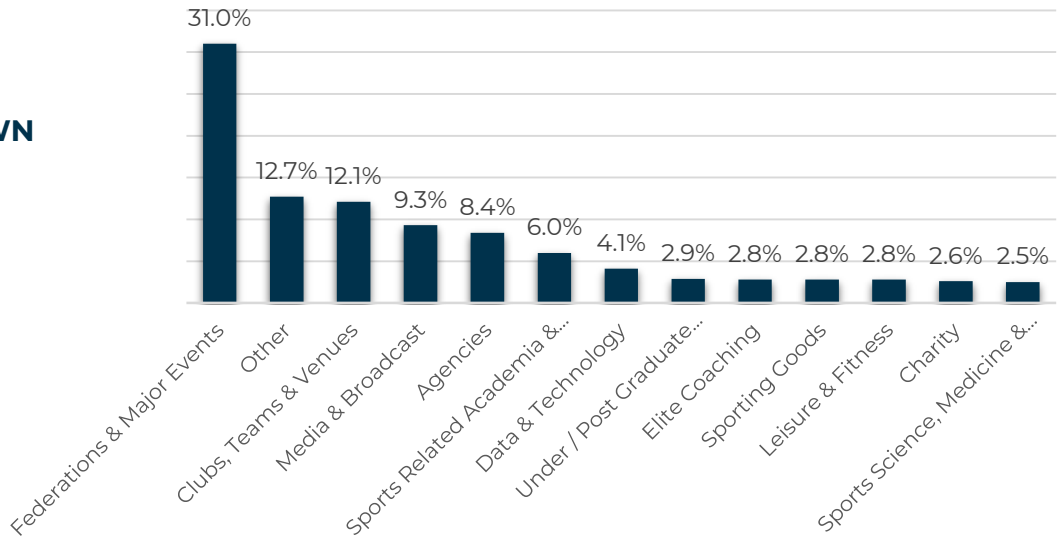


Audience career status

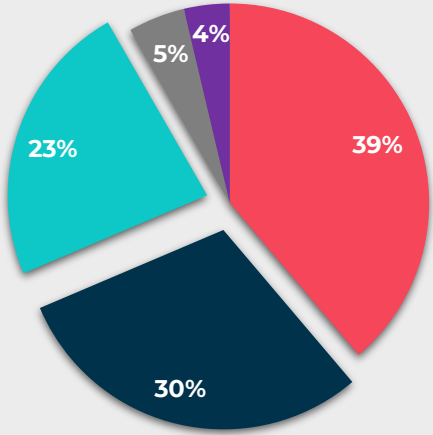
EXPERIENCE LEVEL



SECTOR BREAKDOWN



CURRENT EMPLOYMENT STATUS



- Employed and not actively looking for another job
- Employed and actively job searching
- Unemployed and searching for a full-time job
- Unemployed and not searching for a full-time job
- Currently studying an under / post graduate course

The impact of COVID-19

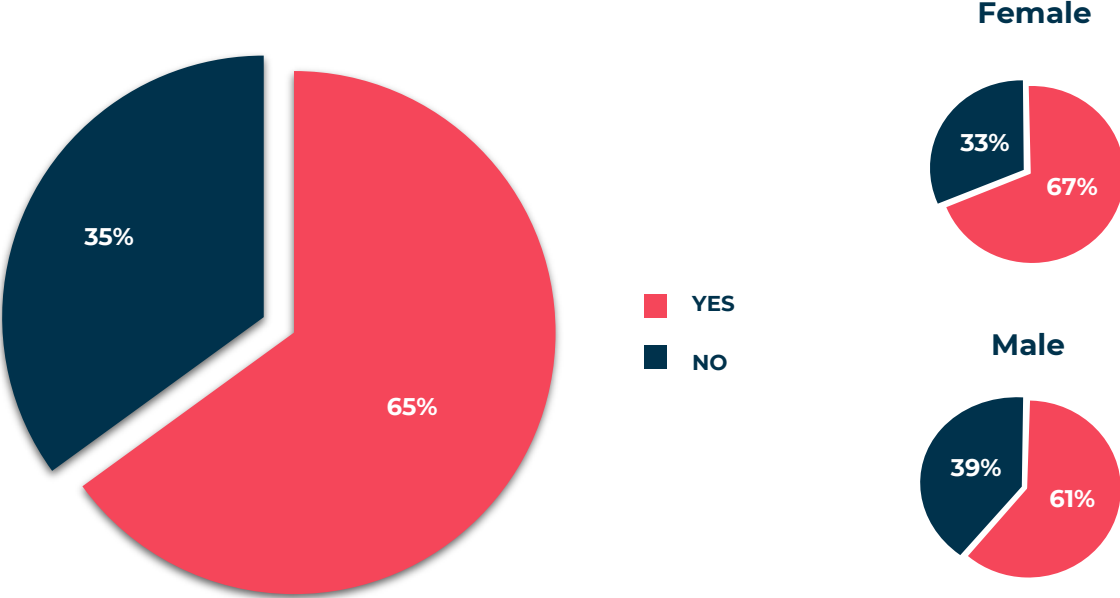
On career status and optimism



COVID's impact on unemployment

With 28% of respondents currently unemployed, 65% believe that it was due to COVID-19, with a higher % among women.

Current unemployment believed to be due to COVID-19



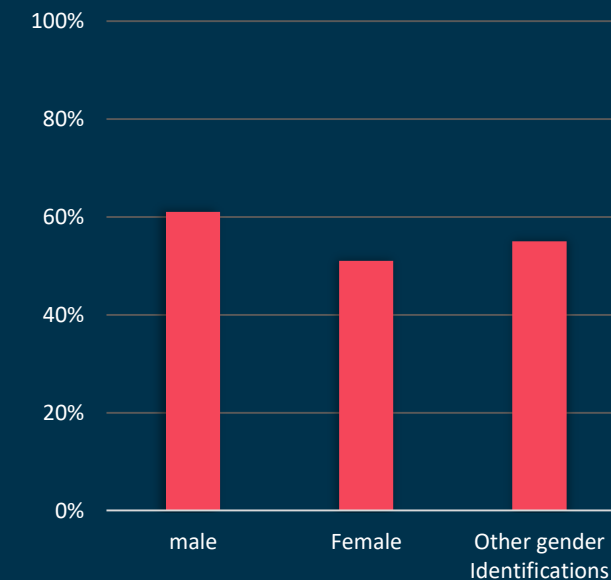
How does this vary with seniority?

78% of junior level professionals think they are unemployed due to COVID whereas this number decreases with seniority to **75% for mid level** and **56% of senior level** professionals

Gender perspectives on career optimism

With 2 out of 3 women believe their unemployment was due to COVID-19, which is higher than their male colleagues, consequently their career optimism is slightly lower.

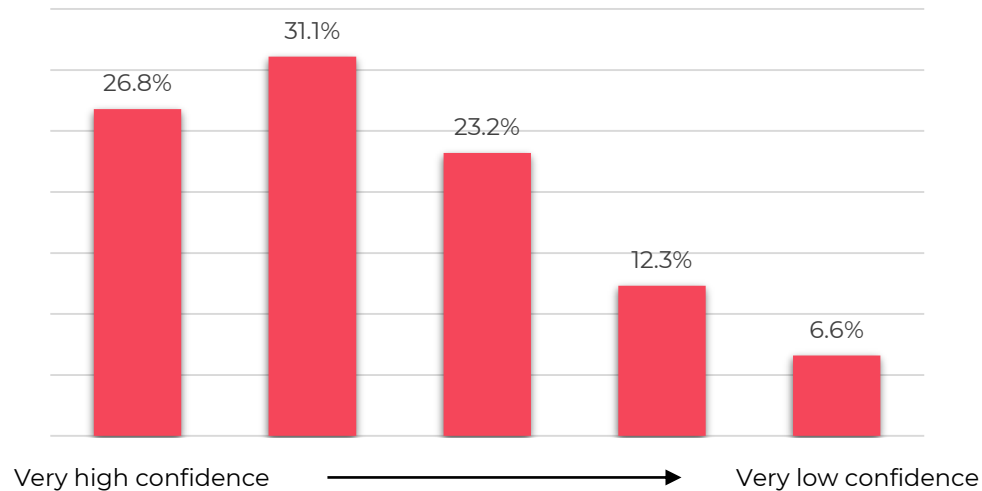
Optimistic about their careers in next 12 months



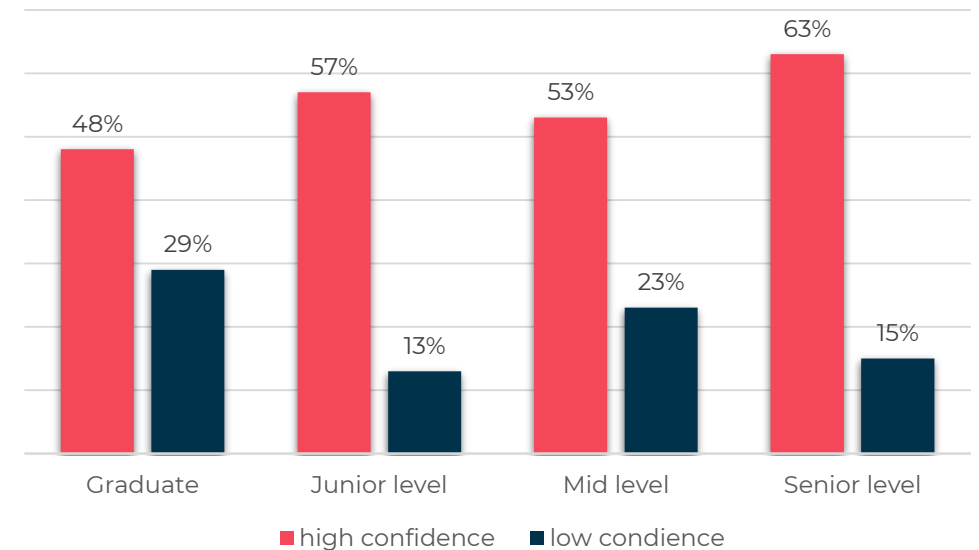
How optimistic are people about their careers over the next 12 months?

58% of respondents are confident they can hold onto their job in the next year, while 19% believe they won't. Senior professionals are less anxious than others when it comes to job security in the current climate.

Do people believe they can hold on to their job in the next 12 months?



How does seniority influence this confidence?



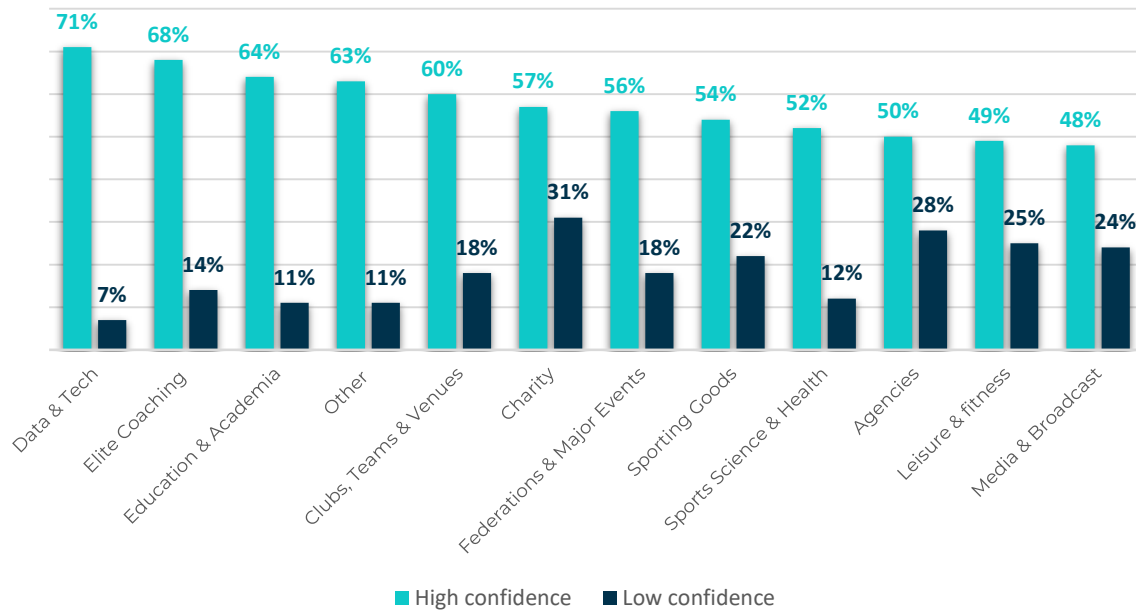
How optimistic are people about their careers over the next 12 months?

Only 42% of those currently unemployed and job seeking **are optimistic about finding a job** in the next 12 months, while of those employed and job searching, optimism is higher, with **53% confident of finding a new jobs.**

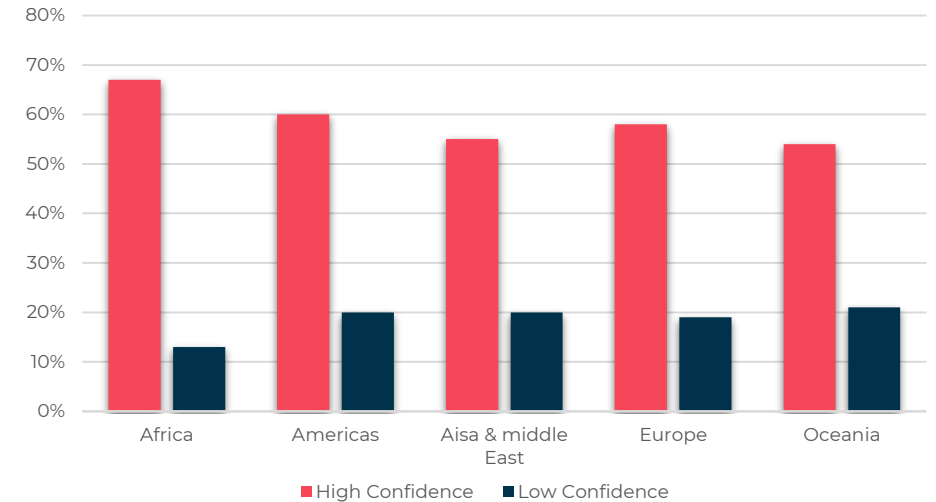
How does this confidence vary across the global industry?

Confidence is highest in technology sectors and in coaching with agencies, charities and leisure sectors showing particularly low confidence for their immediate career futures.

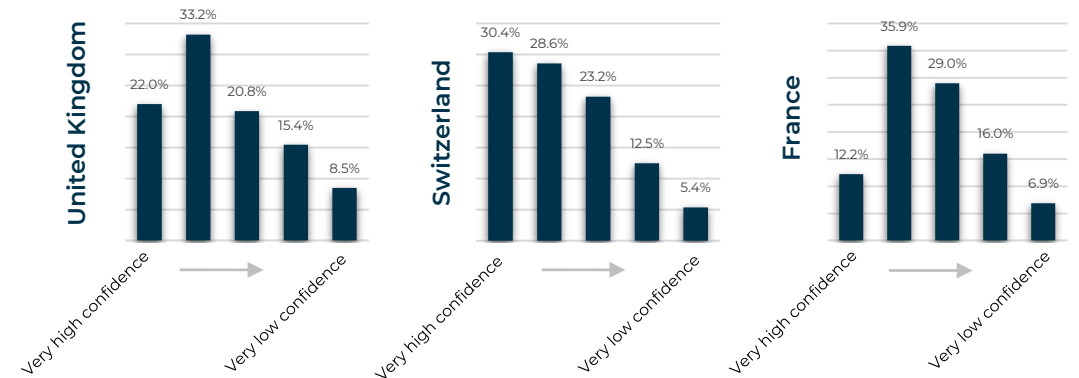
How do different sectors of the industry compare?



How is career confidence impacted across the globe?



How Confidence differs across European Countries



EDI

Equality, Diversity & Inclusion

How do the people believe the sports industry is dealing EDI topics in 2020.

Definitions:

Diversity ~

Diversity in the workplace describes the variation in personal, physical, and social characteristics, such as gender, ethnicity, age, and education.

Inclusion ~

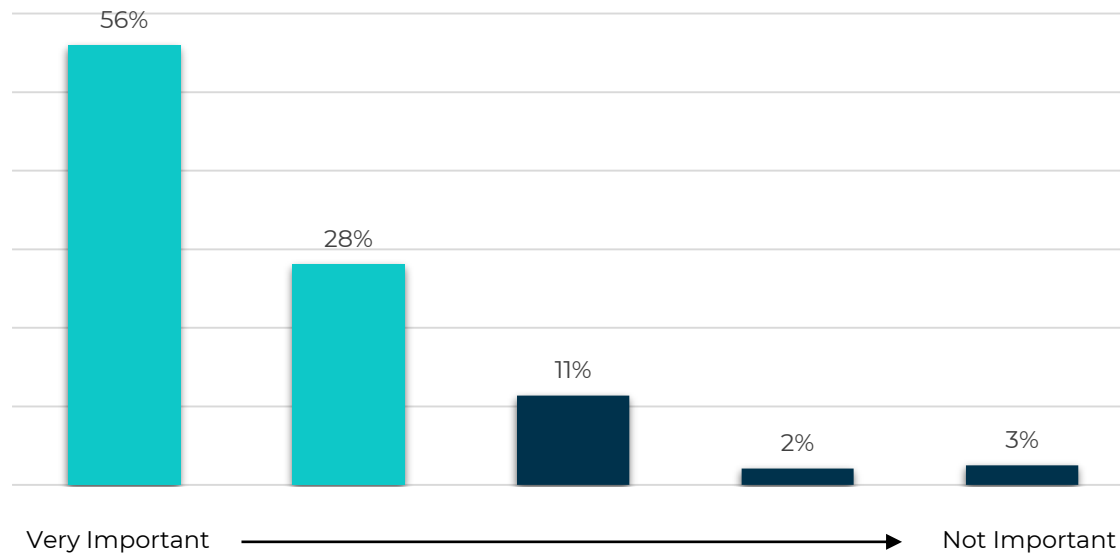
The procedures organizations implement to integrate everyone in the workplace, allowing their differences to coexist in a mutually beneficial way. The goal of inclusion strategies is to make everyone feel accepted and comfortable, ready to share their opinions and thoughts without hesitation.



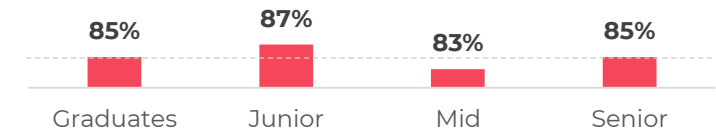
How important is Diversity & Inclusion to the People?

84% of respondents believe Diversity & inclusion is important. it's clearly a priority for the sporting organisations to address, brought into focus through events of 2020.

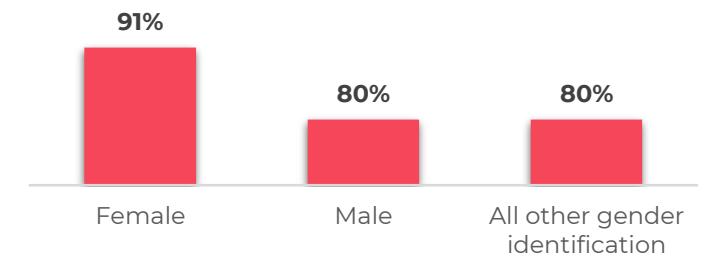
How important do the people view Diversity & Inclusion in the workplace?



The importance of Diversity and Inclusion is seen across workforces, **with only a 5% variation across experience levels.**



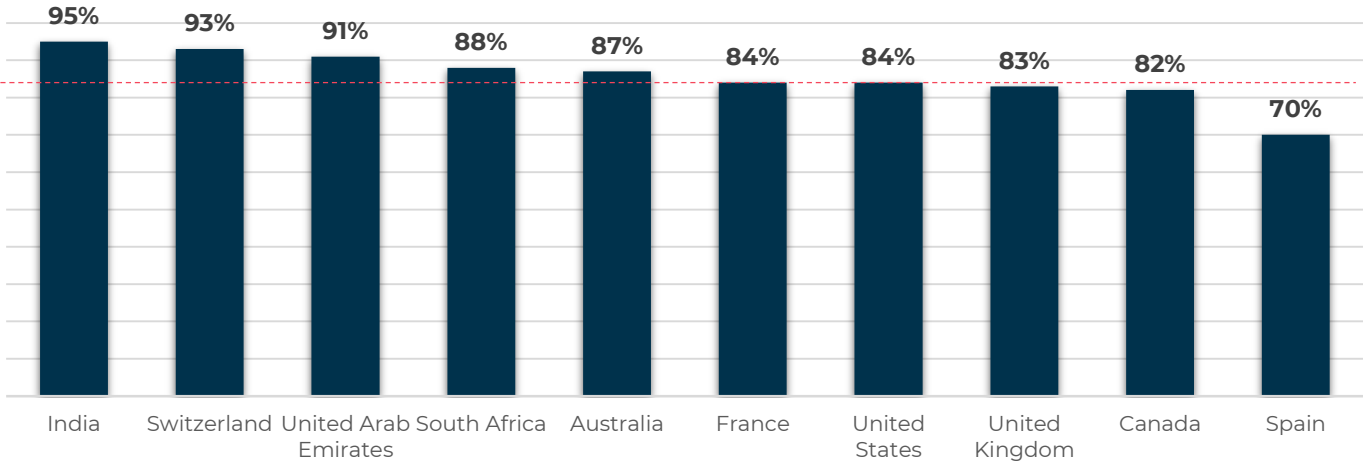
Over 90% of Women view D&I as important compared to 80% of their male counterparts



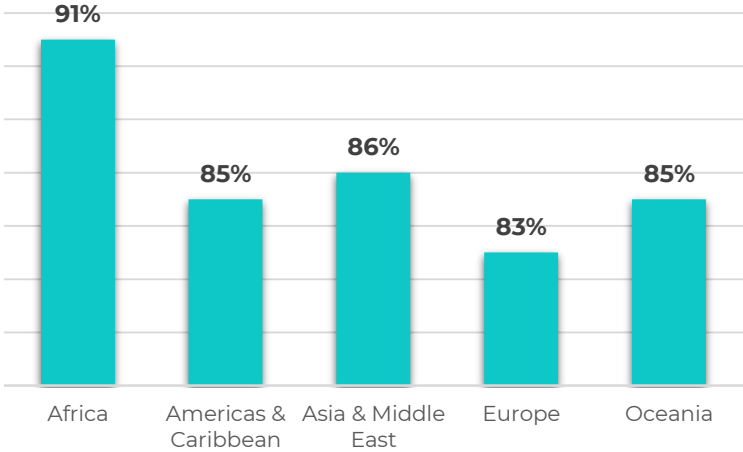
How do views on Diversity & Inclusion differ globally?

The topic of Diversity & Inclusion is a global effort, one that is strongly represented across diverse geographic countries and regions.

Variation in importance of D&I across countries
% of those who think D&I is important or very important

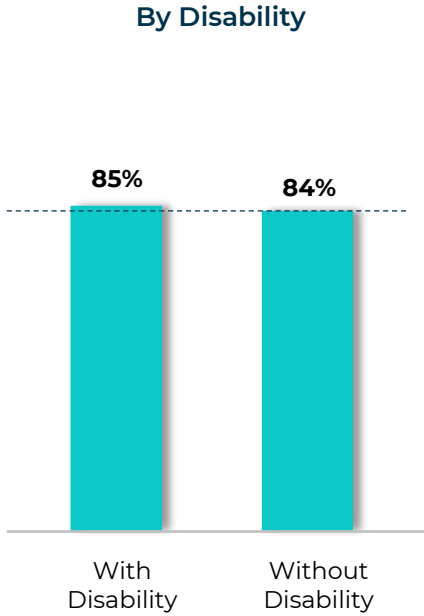
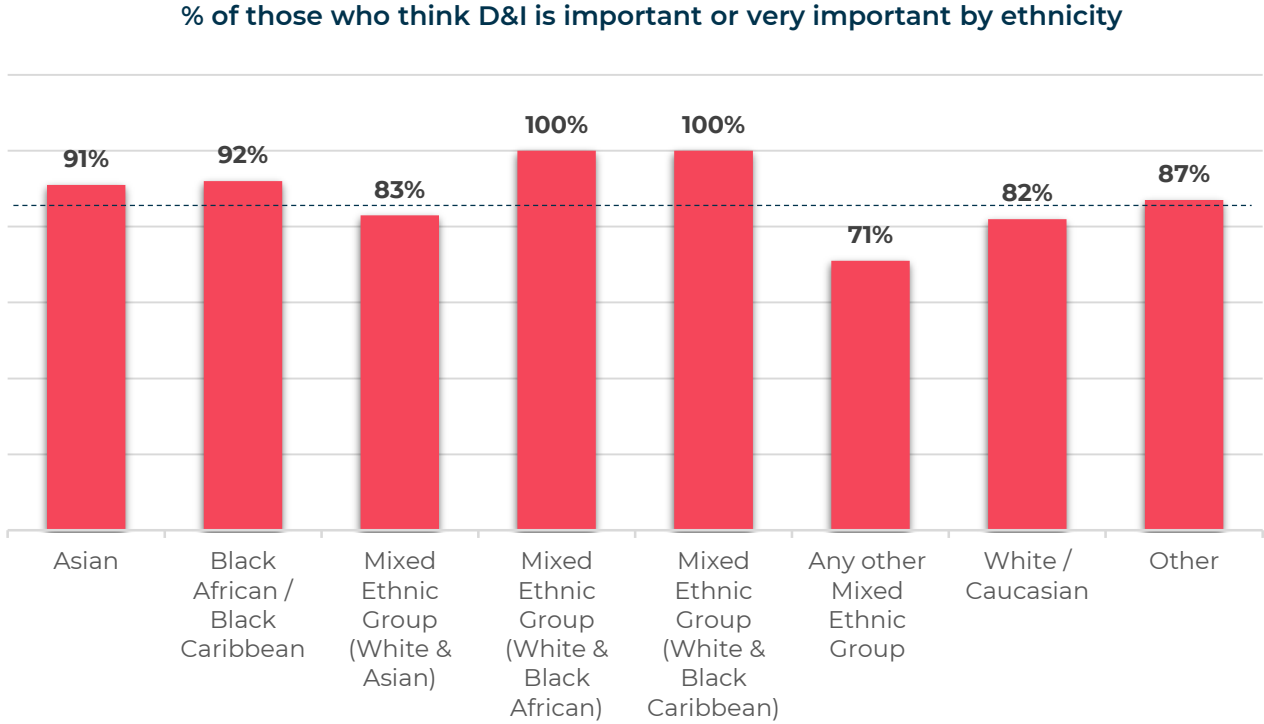


Variation across continents



Views on Diversity & Inclusion across ethnicity and disability?

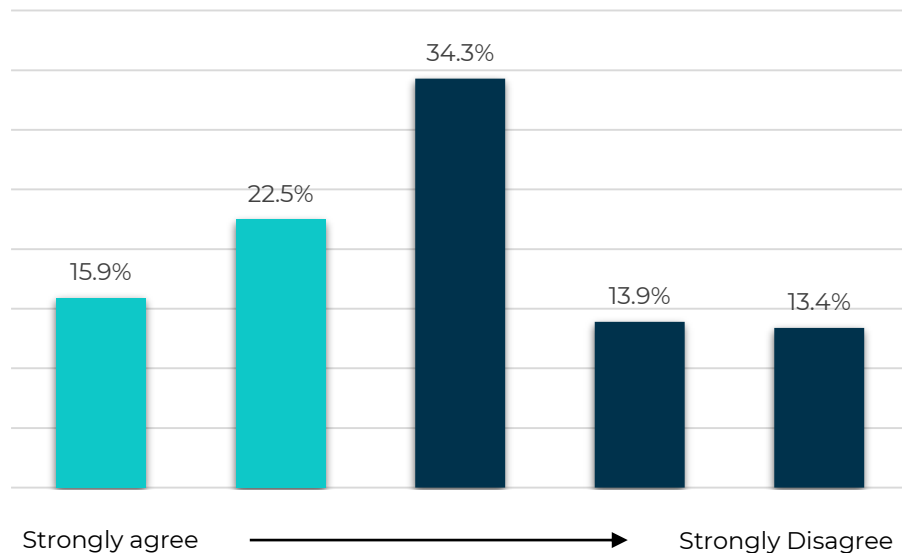
The topic of Diversity & Inclusion is of global importance to all ethnicities and those with recognised disabilities.



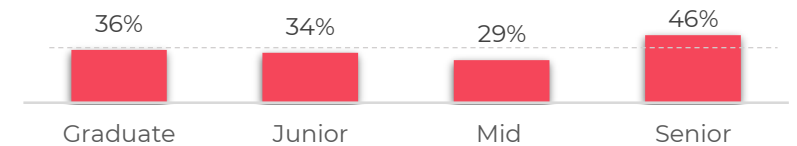
Has the sports industry done enough to support 'Black Lives Matters'?

Only 39% of respondents think their company supported the BLM movement successfully. Younger professionals (generations) want their organisations to have done more.

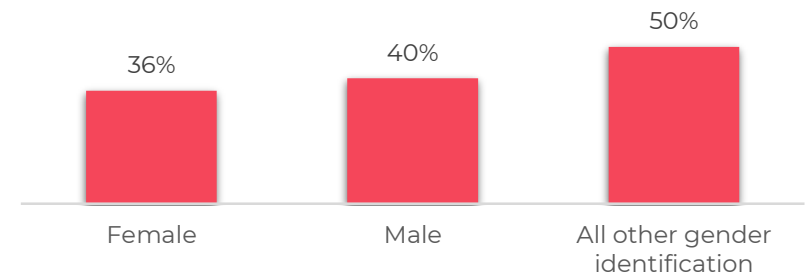
Do the people think their organisation has taken the BLM movement seriously in the way they have responded?



While 46% of senior professionals thought their company successfully supported BLM, this drops to only 29% for mid level professionals.



Views of success when it comes to BLM are clearly influenced by gender, with classifications other than male and female believing their company more successfully supported BLM.

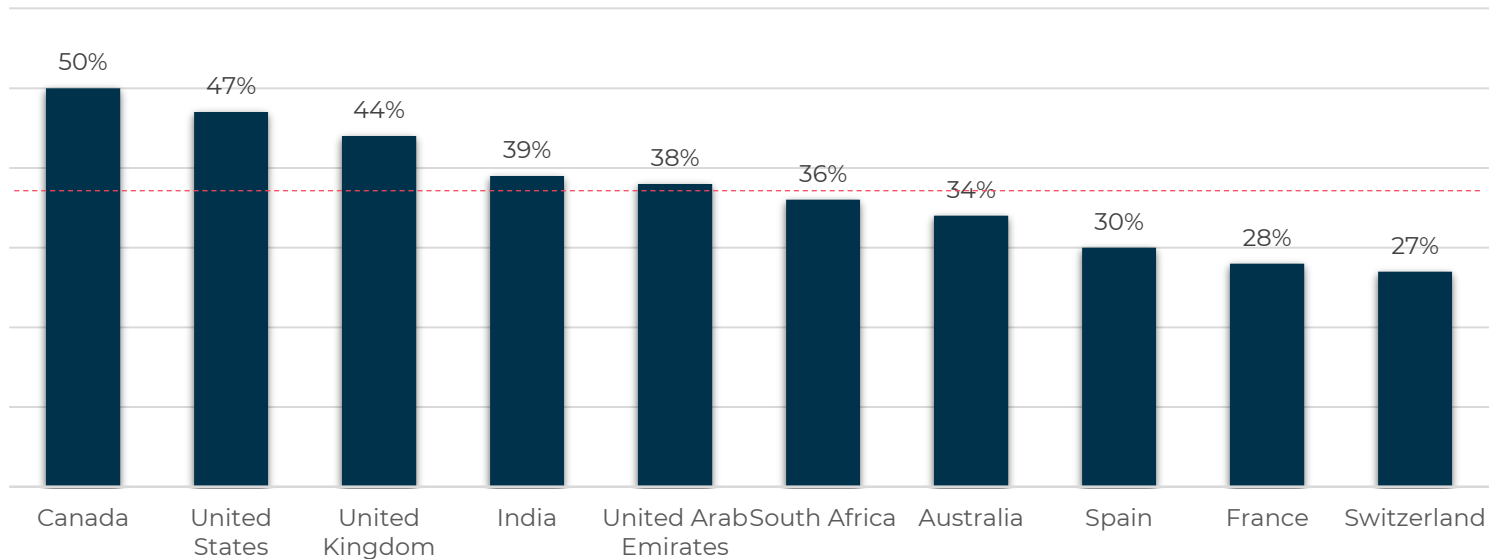


How do views on successfully supporting BLM differ globally?

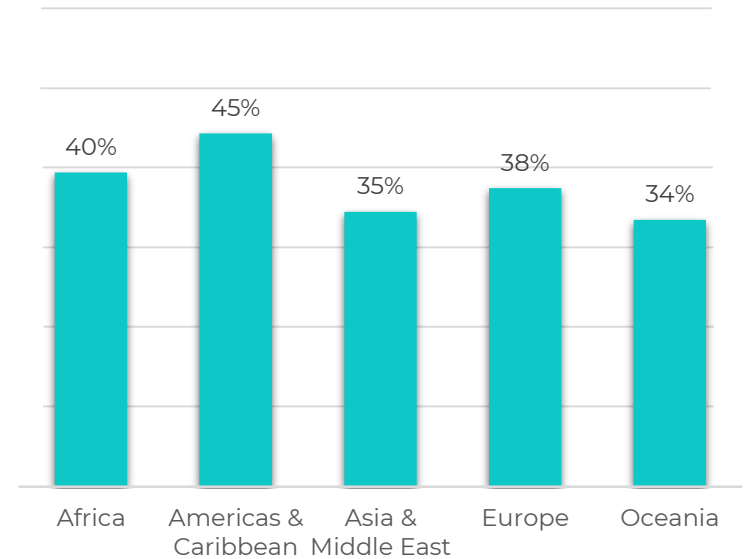
There is clear variance in how successfully companies have supported the BLM movement globally, with several European countries fairing worst.

Variation of success in supporting BLM across countries

% of those who enough was done by their company in supporting the BLM movement



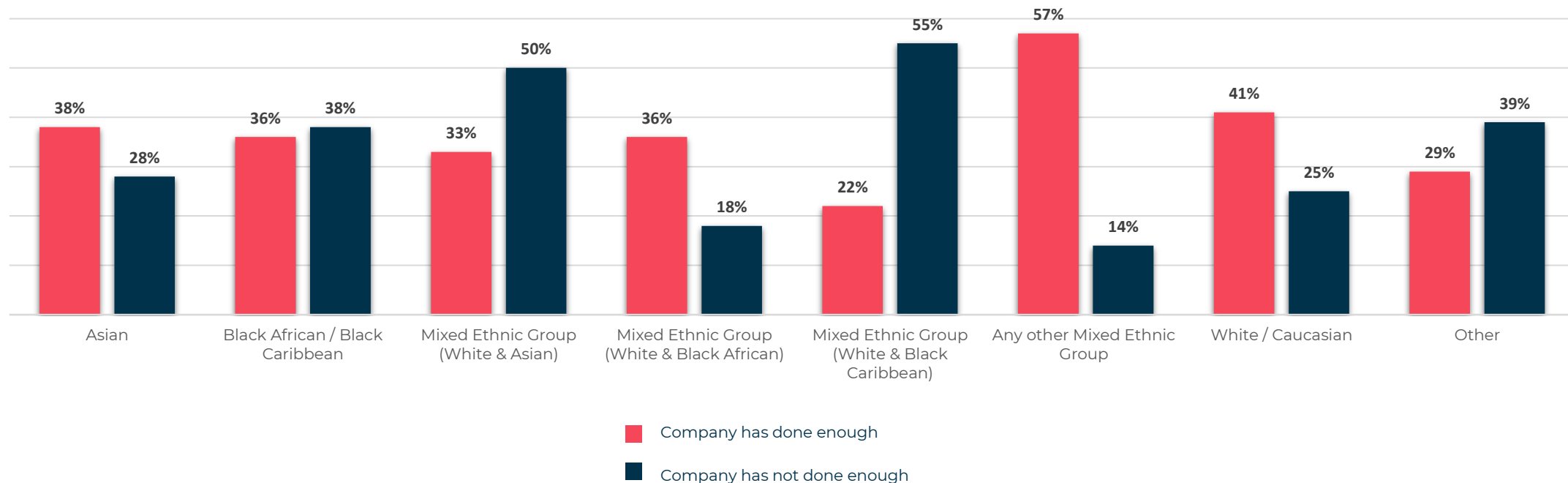
And Across Continents



How do views on successfully supporting BLM across ethnic groups?

A considerable 35% variance can be seen across different ethnic groups when considering if their company had done enough to support BLM.

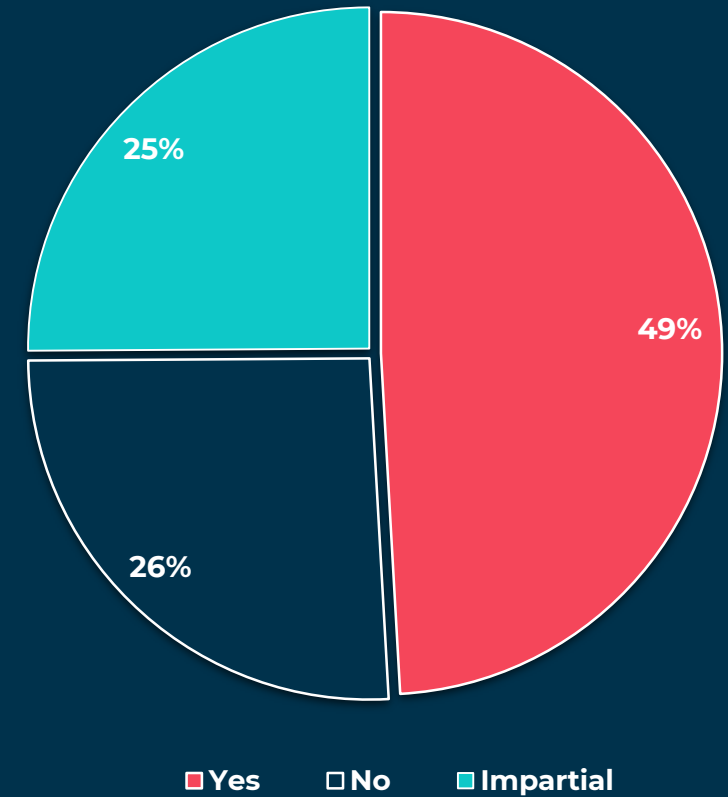
How does ethnicity influence people's views on how successfully their company has addressed the BLM movement?



Equality in practice

Almost half of all the respondents believe those of white ethnicity have an advantage over ethnic groups when it comes to job opportunities in sport.

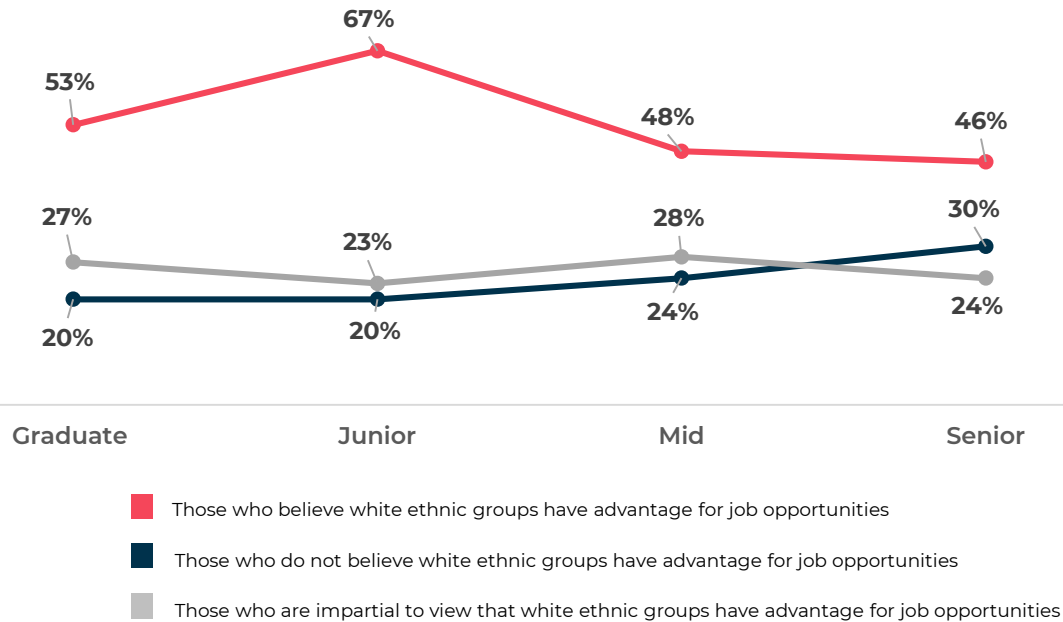
A reality that organisations must aim to combat to build a better future for our industry.



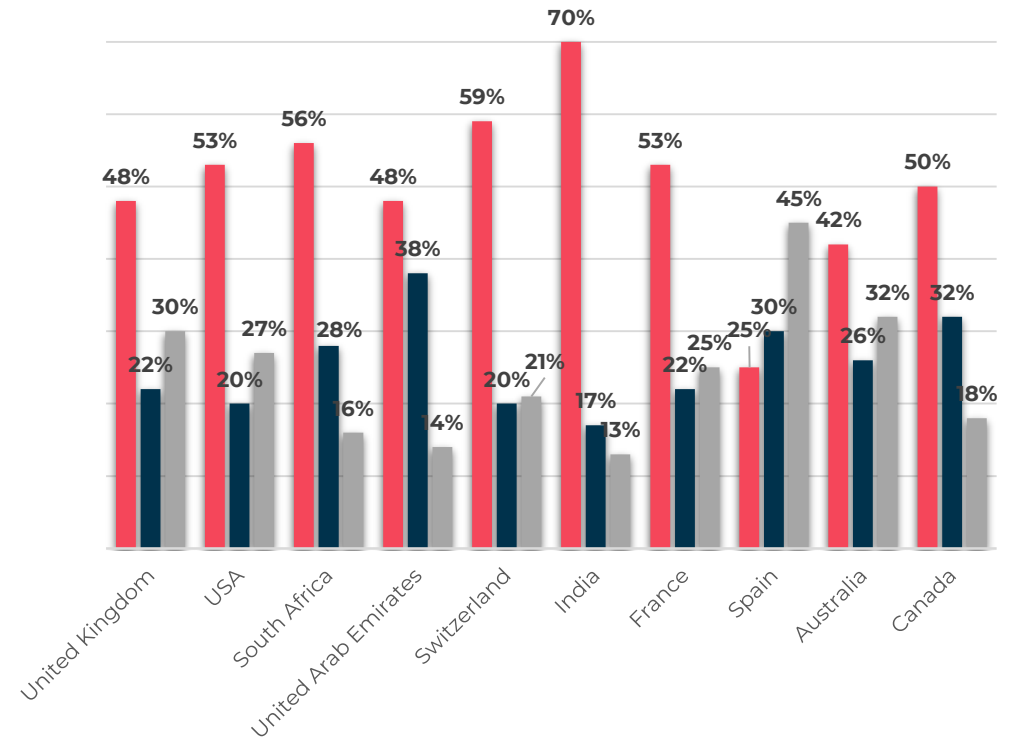
Equality in practice, breaking down responses

Views of equal opportunity based on ethnicity are heavily influenced by seniority with junior professionals seeing far greater challenges with creating equal opportunity.

Variation by experience level

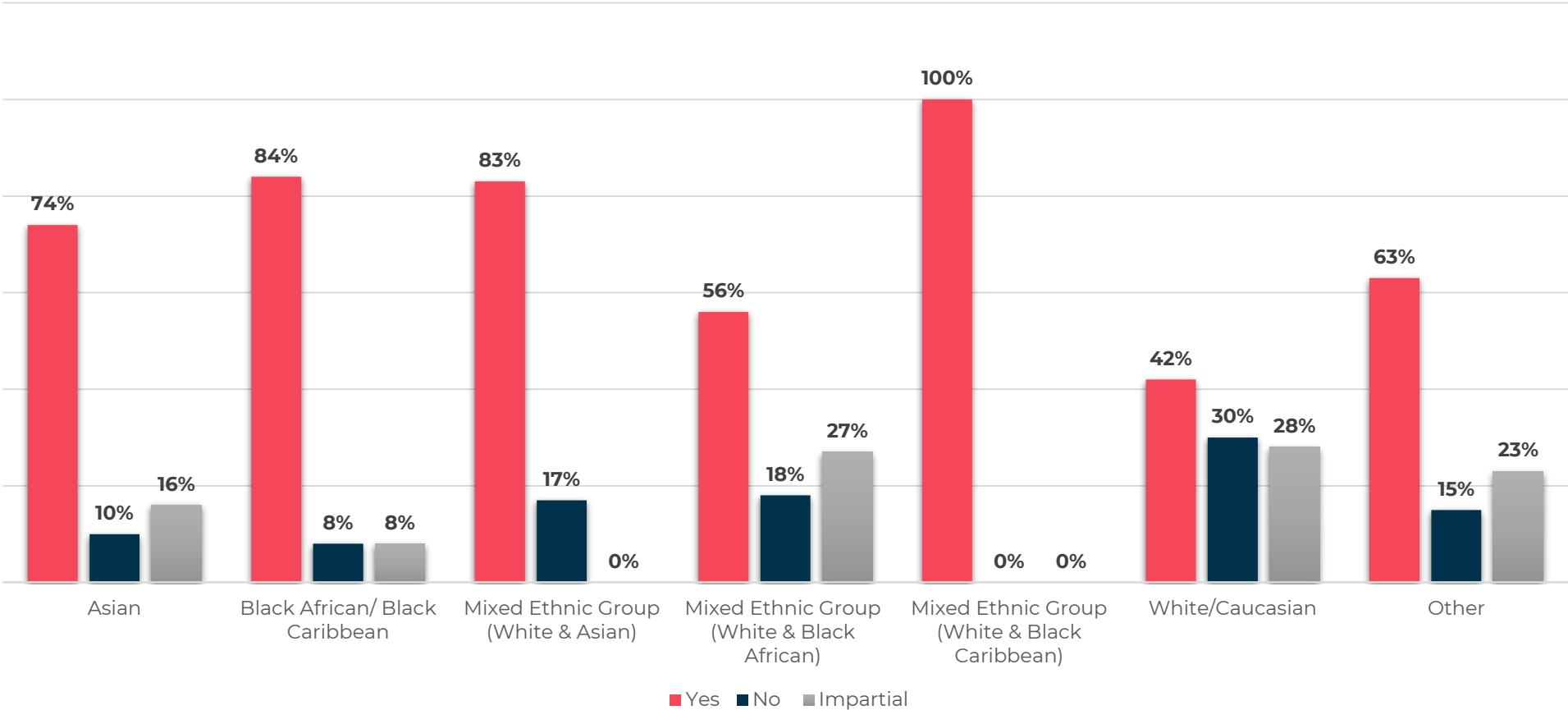


Variation by Country



Views of equal job opportunities based on ethnicity

Do people believe those of a white ethnicity have an advantage over other ethnic groups?



The future of work

What is important to the people of the sports industry for their career in 2020 and beyond.

2020 has been a defining time for the world in transferring to a new way of working and doing business.

Values, methodologies, skills and attitudes have all been challenged in the creation of a new normal.

What do the people think are the key attributes to career and company choices that are informing their decisions about their future employers?

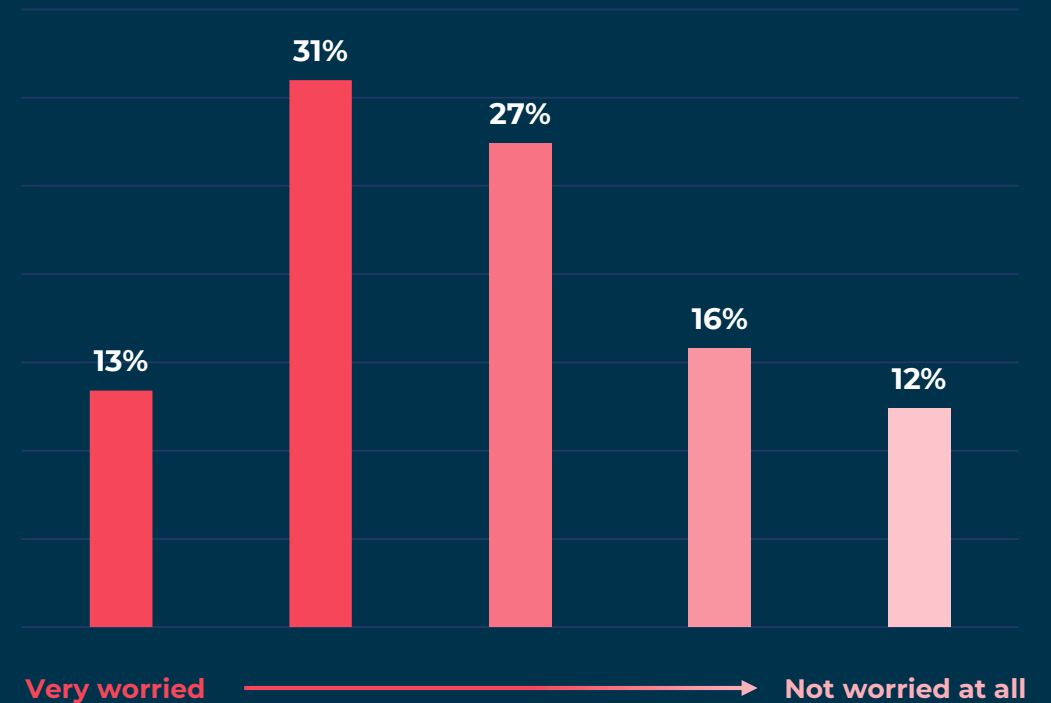


The workplace in a post COVID world

There is clear and genuine concern for those of the sports industry returning to work and office life post COVID-19. The question is, how can organisations help support employees manage this concern?

“The reluctant returners”

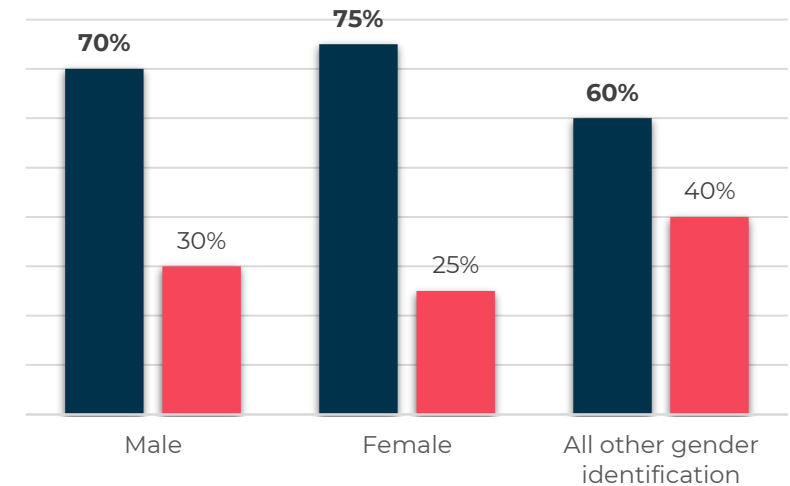
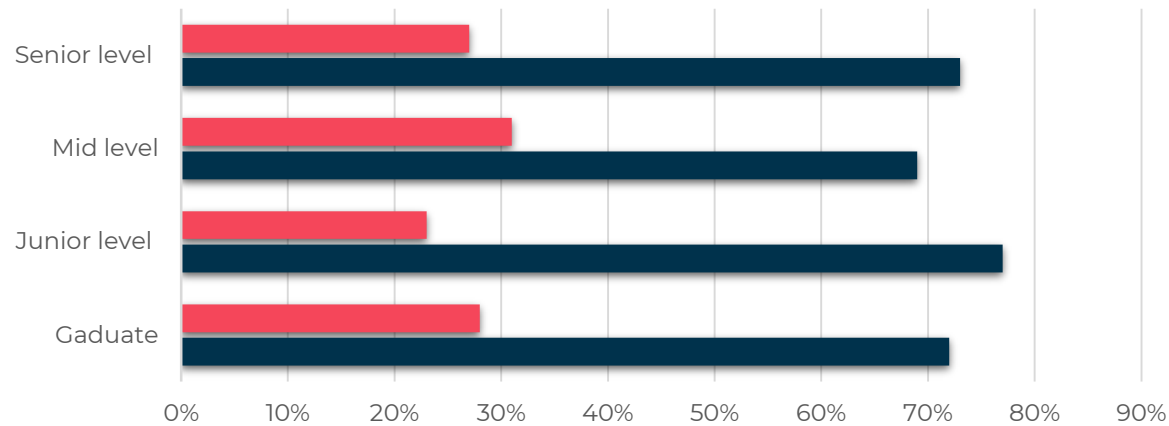
Are professionals worried about returning to office life?



How do views of returning to office life vary across demographics?

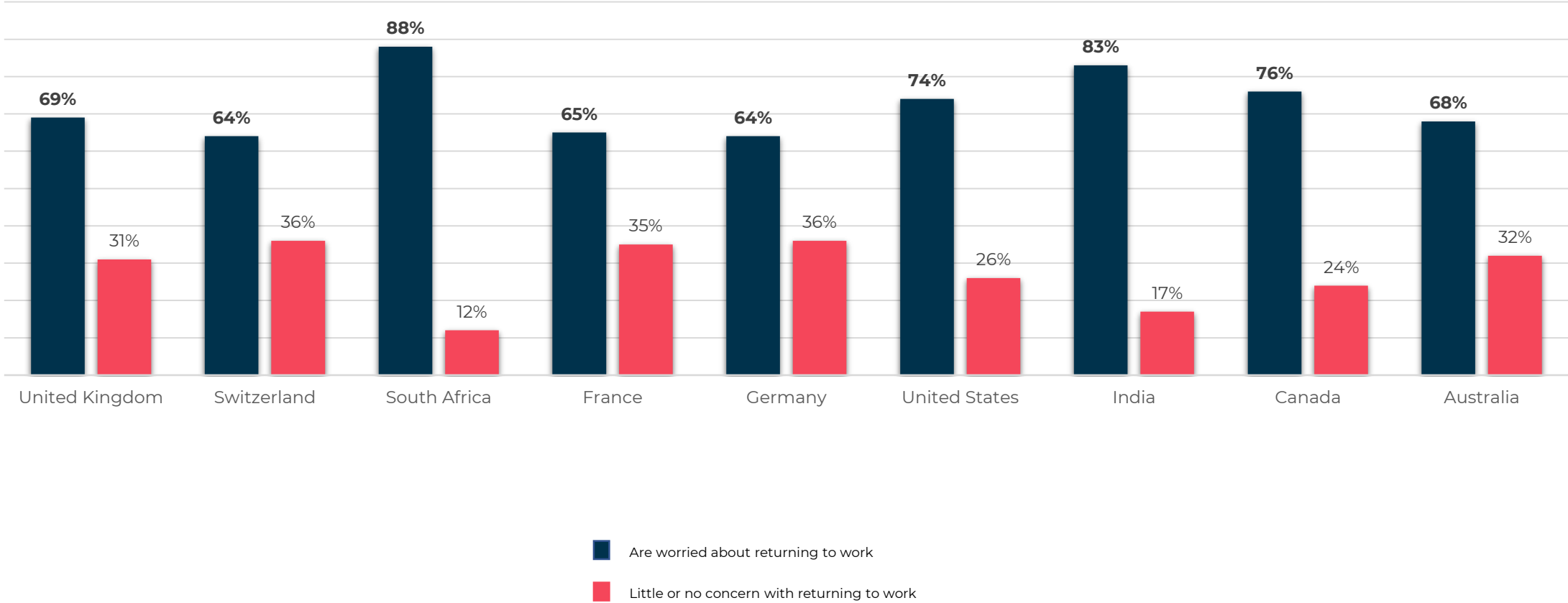
Overall, 71% of the industry are concerned about being at work and around colleagues and customers post COVID. This concern is felt across the industry by all levels, genders and countries with small variations across demographics and geography.

Variation by experience level



■ Are worried about returning to work
■ Little or no concern with returning to work

How do views on returning to office life vary across countries?



What is most important when considering future employers?

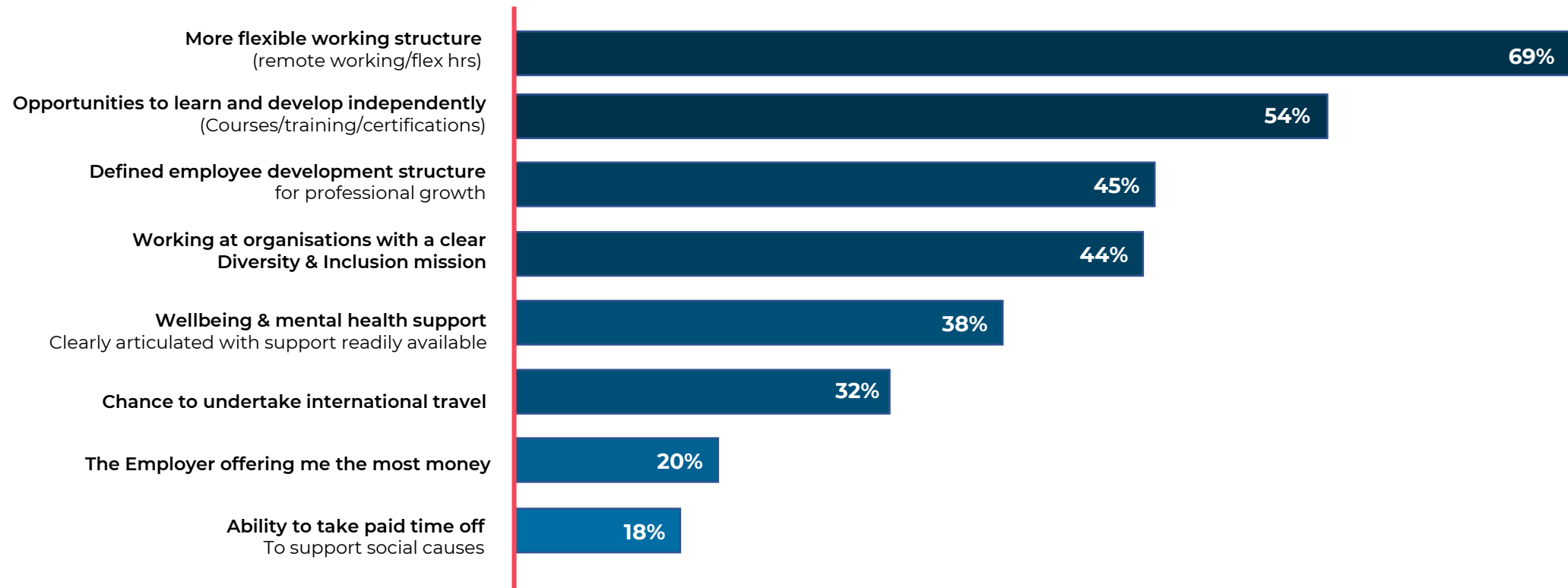
Today's employees have a new set of requirements for their employers, **focused on supporting work life balance and professional development** with 69% of employees wanting more flexible working structures.

TOP EMPLOYER MOTIVATIONS

- 1# **More flexible working structures**
- 2# **Opportunities to learn and develop independently**
- 3# **Defined employee development structure**

What is most important when considering future employers?

The standout requirement for employees in the 'new normal' is more flexible working structures. Overall there is a clear emphasis on work-life balance and professional development above more traditional requirements from employers.



What is motivating People relating to their future career?

With 95% of respondents being motivated by jobs that provide job satisfaction and fulfilment and the top 3 motivators being related to personal and team wellbeing, there is a clear move from status and financial reward to more humanistic motivation.

▲ TOP 3 CAREER MOTIVATIONS

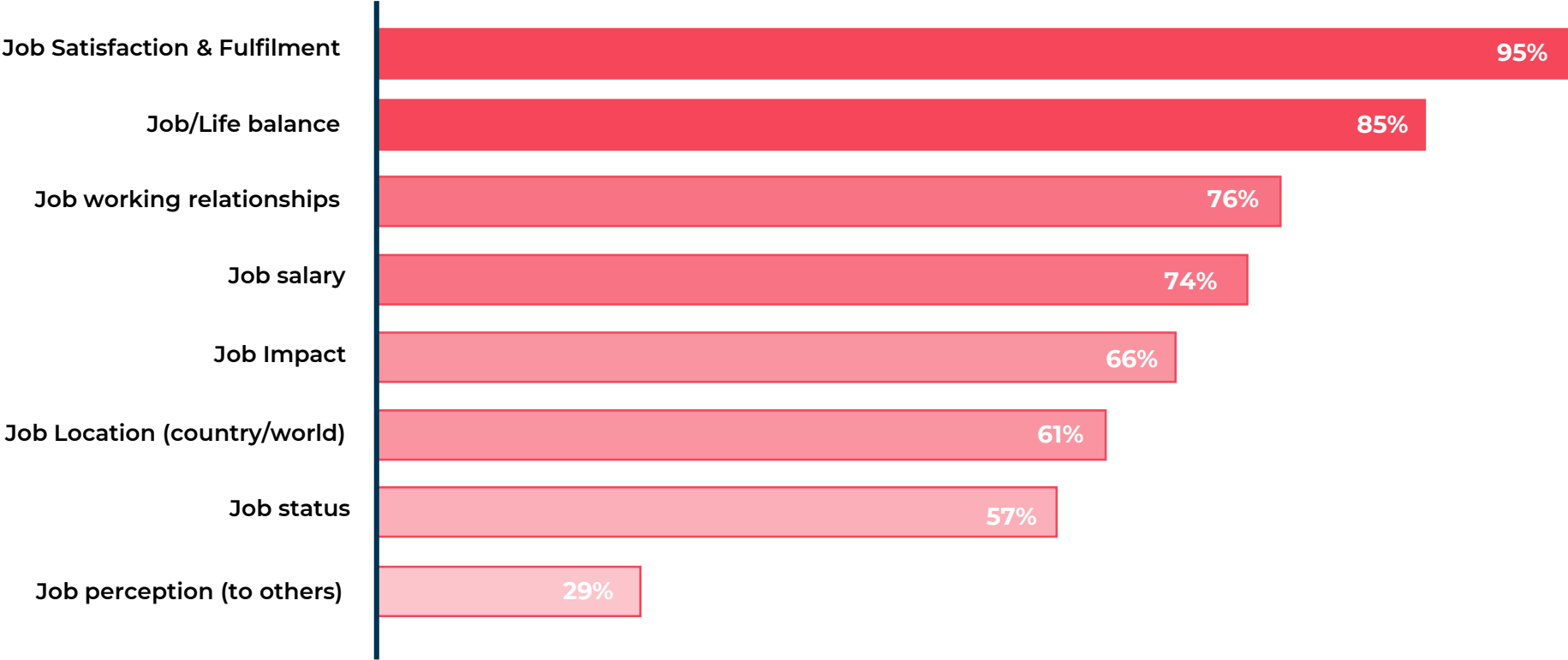
Job Satisfaction
Job/Life balance
Working relationships

▼ BOTTOM 3 CAREER MOTIVATIONS

Location
Job Status
Job Perception

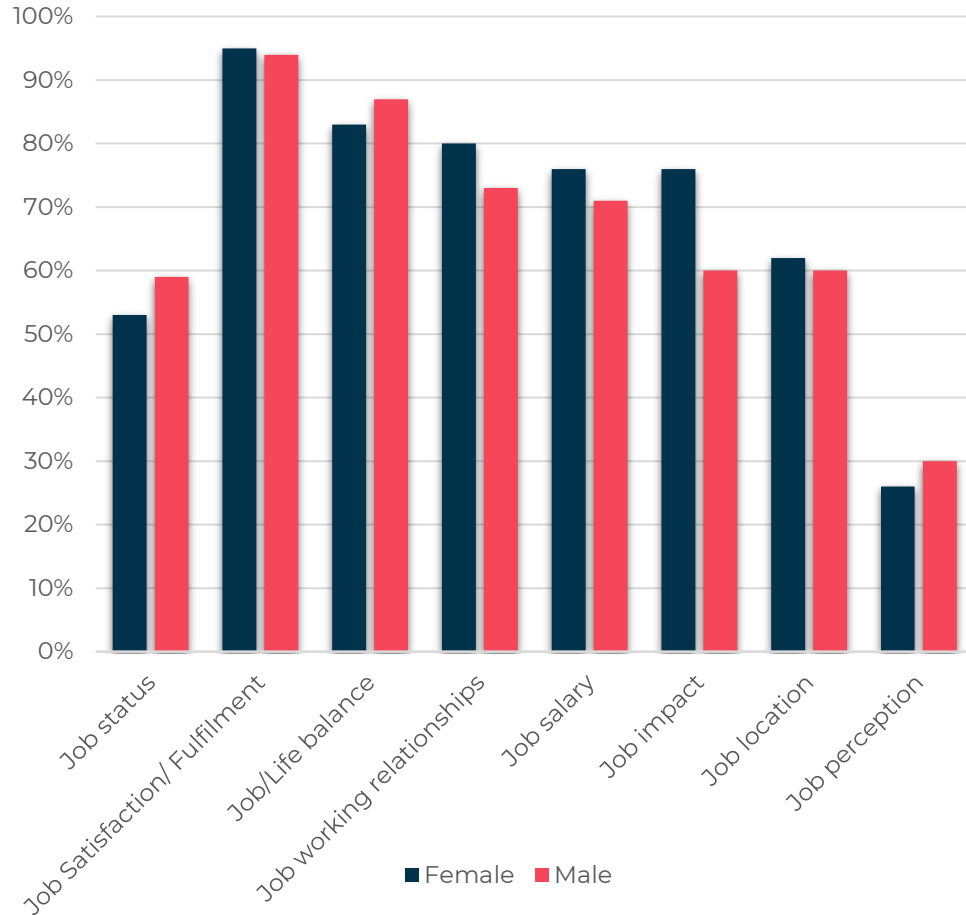
What is motivating People relating to their future career?

Today company values, culture and working environment play a key role in motivating employees. People of the sports industry are less driven by the traditional benchmark employer incentives.

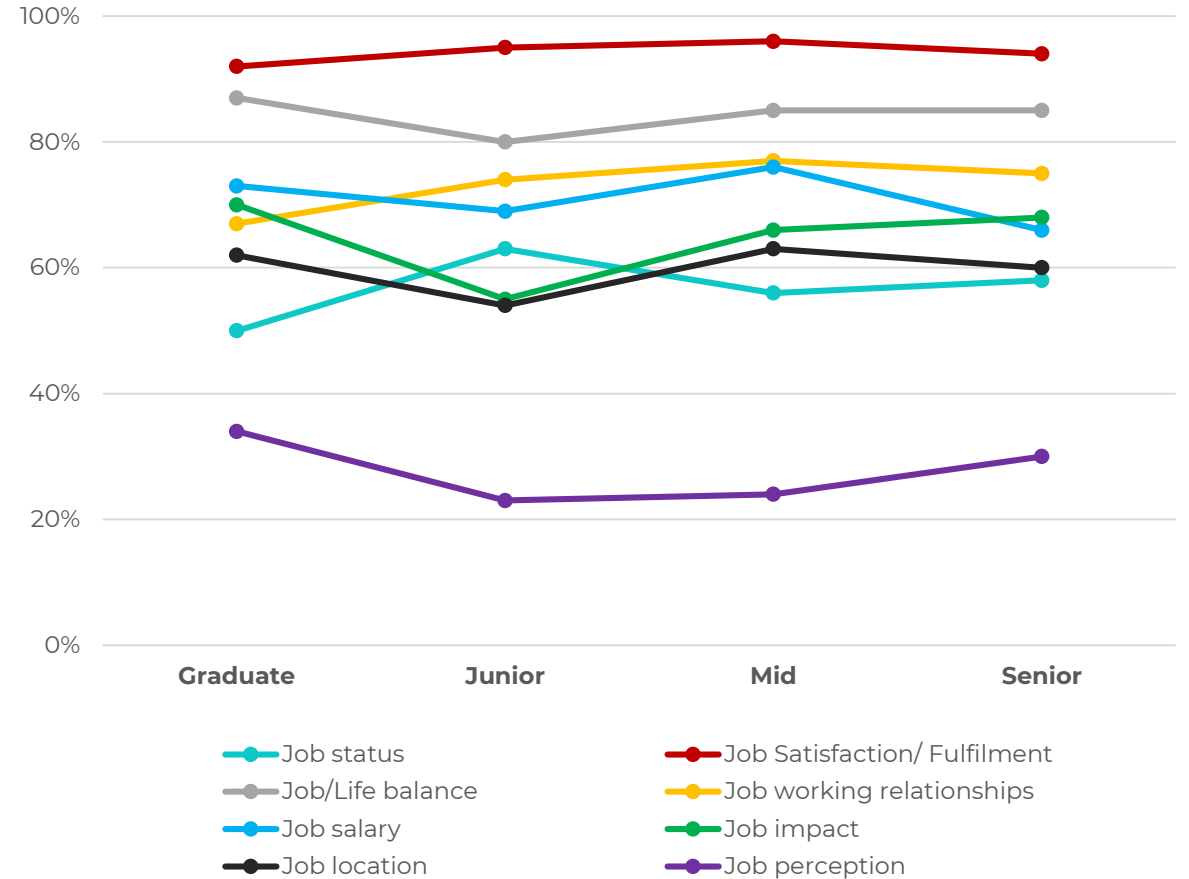


How do views on career motivation vary across demographics?

Variation by Gender

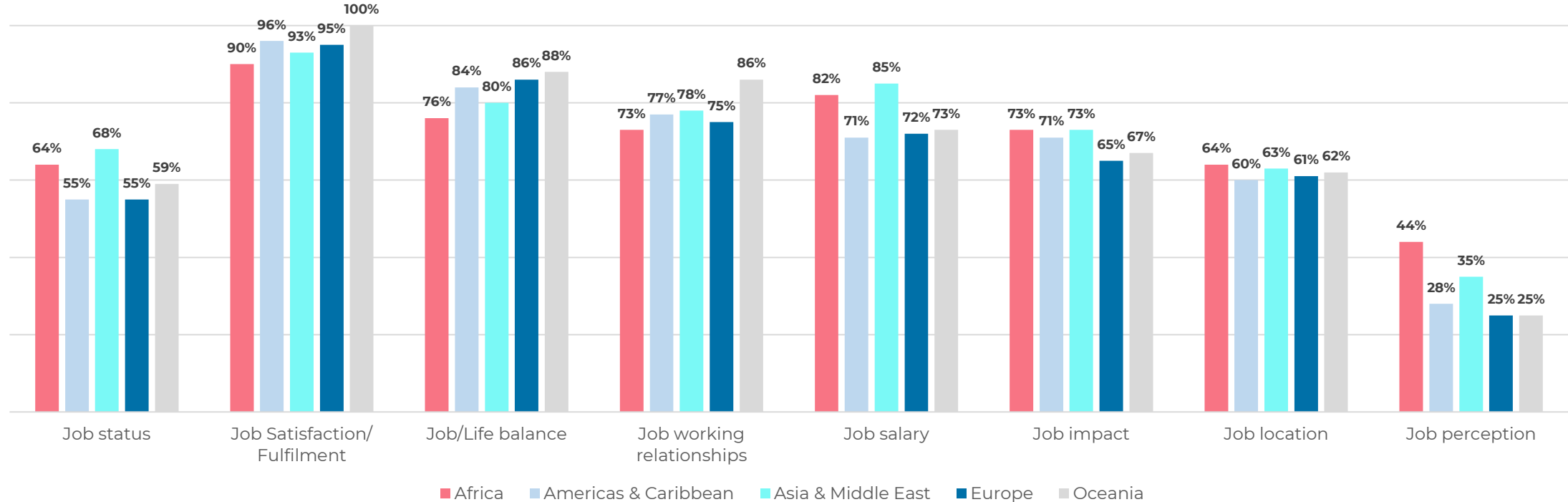


Variation by experience level



How do views on career motivation vary across globally?

While similar motivations are seen globally, there are clear variations of the importance in traditional versus more modern values such as salary versus job satisfaction across continents.



Thank you!

The People Agenda Survey has been designed to deliver insights to support you and your organisation make informed business decisions around your business strategy and People.

For more information or to discuss how Global Sports Business & People Solutions can support your people challenges, we would love to hear from you.

Get In Touch →

Find out more about Global Sports People Agenda [Here.](#)

