

## Jason Belzer – Game Inc. – Founder & President

- What makes anyone decide on where to go to school?
  - What did the school sell you on?
    - Strengths, identity, etc.
- How do you figure out what your core values are?
  - Set those core values immediately
  - It impacts the determination of who you hire, recruit, etc.
  - You can't change those core values
    - No stability if you switch it up midstream
      - It simply won't work and there are plenty examples of that
- How do you stick to the core values when others around you don't have ethics?
- What is your own personal brand
  - The Brand of Me
  - Whoever you hire and recruit is a part of YOUR brand
  - You make the most money, as a coach, for the school
    - More than anyone else on campus (usually)
- Action bias: "we have to do something" occurs too often in athletics
  - Not always the best method
    - No stability
- Running an athletics program is just like running a team
  - Have that perspective when trying to see if from our Admin.'s point of view
- Introduce yourself to people
  - You cannot be a stranger in this business
  - Never eat alone
- Some guys just don't want to do what's needed to be done to be successful
  - Coaching and athletics are difficult but not impossible
  - There's no short cuts
    - You better figure out your core values
      - Stick to them and let them drive you
- Network with guys who will likely hire you
  - Meet with Assistant AD's now... they will meet with you now, probably not later
  - Meet with Assistant Coaches now... they will meet with you now, probably not later
- Build relationships today
  - Not just "network" ... it's a cliché term too often
    - Relationships will be the difference maker

