



Tackling Hiring Challenges in Esports

July 2019



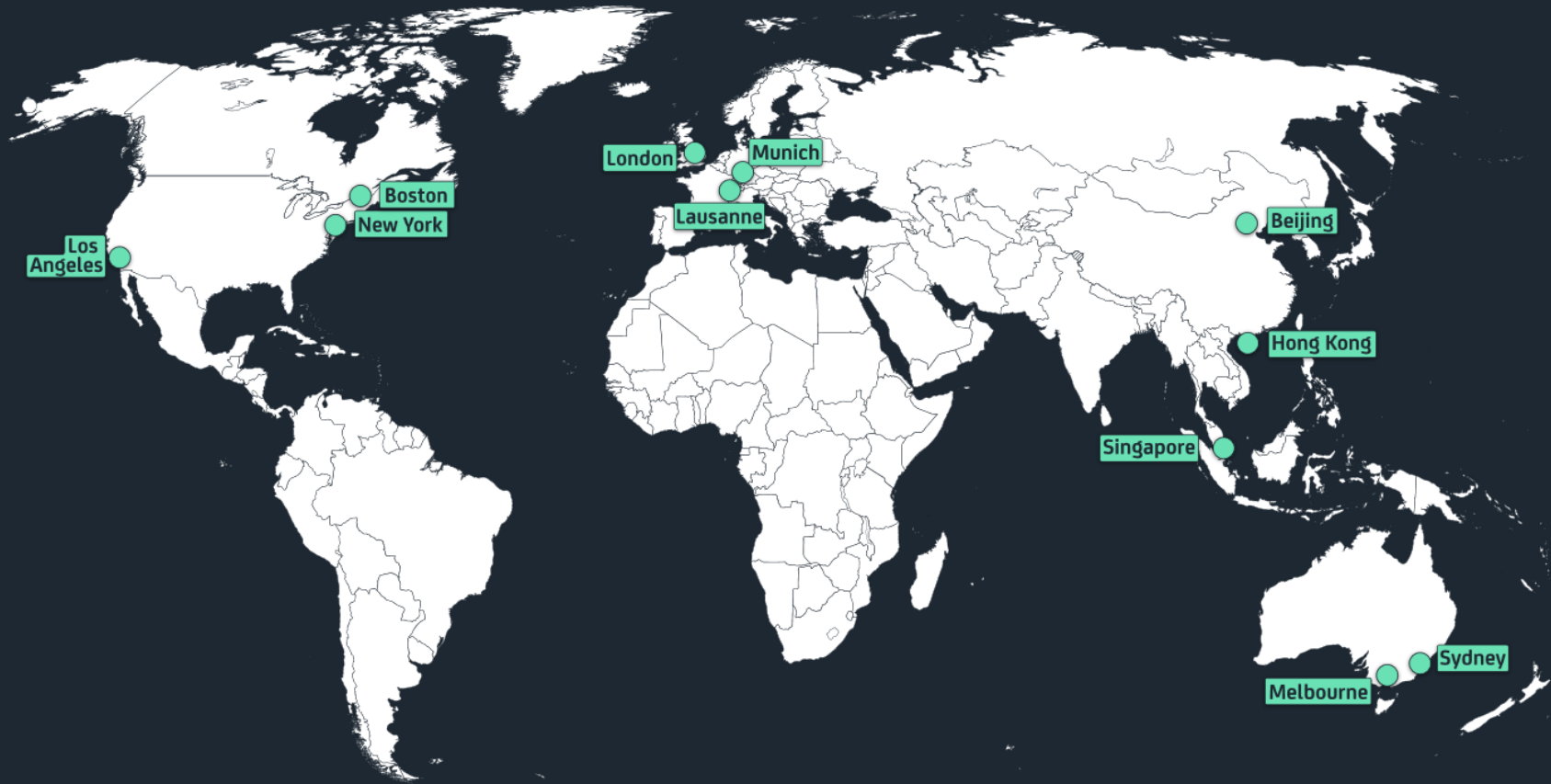
SRI is an executive search firm shaping the future of clients and candidates across the media, content, technology and sport landscape.

With deep expertise in these dynamic, disrupted and increasingly interconnected sectors, we partner with our clients to find game-changing leaders.



International reach

10 offices, 8 territories, 19 partners



The Challenges

- A lack of governance and regulation across the industry
- Varying league structures, owners and rights
- Uncertainty around the monetisation of media and broadcast rights
- Investment and investor relations
- Player Management and Performance
- Lack of diversity around revenue generation
- Lack of commercial sophistication
- Lack of operational sophistication



The War for Talent

- Current foundation
- Need for talented people
- Having the right motivations
- Obvious choice is not always the best choice
- Need for education
- Behavioural skills
- Unlocking the vast potential



Driving revenues in Esports teams

Create a high-performance culture

Invest into systems and processes

Invest into new talent

Be innovative, be agile

Build and create brand and IP

Diversify revenue streams

Adopting High Performance from Sport

Why invest? Pro-gamers ARE athletes!

Return on Investment

- Enhanced communication and collaboration between coaches, administrators and support staff
- More efficient and effective working best practices and better use of available resources
- Competitive advantage
- Reduction in 'burnout'. Fitter, healthier and more productive athletes/players, able to maximise their performance
- Mentally tougher and more resilient athletes
- Ability to identify 'the right athletes/players' that are the right fit for your organisation
- Using culture as a performance edge
- More effective and efficient use of sports technology, sports science and sports medicine



So you want to work in esports?

Know the market. Do research.

**Rise above the competition.
Stand Out.**

Network. Network. Network.

Be targeted.

**Be fearless. Take chances. Be
entrepreneurial.**

**Be prepared for short term
sacrifice for long term gain.**



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