Swan Global Direct: Lessons for Success from EURO 2016

Tuesday 28 June, 2016

With all eyes on France this summer for the 2016 UEFA EURO 2016 tournament, Swan Global Direct have shared some of the lessons avid followers can learn from the tournament in order to further their careers in business.

About Swan Global Direct: http://www.swanglobaldirect.co.uk/

Another summer has brought along yet another sporting tournament, with everyone debating how far England can go. Swan Global Direct is keen for those who might not even like football to acknowledge the career lessons that can be learnt from EURO 2016.

The firm's MD - Lee Sansum – has a history with football and believes the skills he learnt coaching have helped him succeed in business. Sansum has previously stated that sport coaching suited his competitive nature and pushed him to mature in a professional manner. After growing his portfolio, Lee Sansum realised that there were few progression opportunities in the field and decided to attend University in the pursuit of taking a new direction with his professional life. He became involved in the sales and marketing industry after finding a company who offered him the chance to develop the skills and experience needed to one day open his own company.

Swan Global Direct strongly believes that people are the most important part of their business and understand that without the hard work and dedication of their administrators and representatives they would not hold such a prominent position on the market. As such, the firm invest heavily in training and development opportunities, and run specialised events and programmes in which their representatives and administrators can access the education and support needed to flourish. The firm are now actively looking for sports-minded, ambitious individuals to join them on their journey moving forward.

With this in mind, Lee Sansum is keen to highlight some of the lessons professionals can learn from this year's EUROs, and has suggested a couple of tips that can be a huge advantage in competitive work environments:

1) Avoid assessing candidates on past experiences alone

Swan Global Direct believes that it is extremely important to look beyond job history alone when recruiting new employees for a business. Wayne Rooney may have established himself as a household name through his illustrious career up-front, but of late he's been playing a different role, as he's no longer suited to that position.

2) There's more than one avenue to your dream job

Through MD Lee Sansum's experience, Swan Global Direct are quick to suggest that there are multiple ways of reaching a dream career, aside from what the mainstream would dictate. This is epitomised in new England boy and Leicester-city hero Jamie Vardy, who used to work in a carbon fibre factory, but now represents his country at Euro 2016 - scoring the equaliser against Wales!

3) Use all available resources

Swan Global Direct states that business owners should be utilising LinkedIn, social media, networking events, referrals, ads, blogs, email campaigns, candidate attraction videos etc. for their business as they believe the more resources used increases the likelihood of reaching a desired end goal or target. Leave no stone unturned – just like England Manager Roy Hodgson did when seeking a victory against Wales – starting off with one striker on the pitch and ending up with four!

Swan Global Direct is an exciting, innovative and ambitious sales and event marketing firm based in the heart of the North East. The firm specialises in providing a positive customer experience through the creation and implementation of engaging event-marketing campaigns. Through personalised face-to-face communication, Swan Global Direct is able to provide a client to customer relationship that generates high levels of revenue and customer retention, helping businesses to grow and develop successfully.

Sources:

https://gothinkbig.co.uk/features/career-lessons-from-euro-2016

Related Sectors:

Business & Finance :: Media & Marketing :: Men's Interest :: Sport ::

Related Keywords:

Euros :: Swan Global Direct :: France :: Lessons :: Business :: England :: Euro 2016 :: Sport :: Football UEFA :: euro2016 ::

Scan Me:

Find out more about Swan Global Direct by following@swanglobaldirec on Twitter, or by liking them on Facebook.

Company Contact:

Swan Global Direct

T. 0191 406 1056
E. info@swanglobaldirect.com
W. https://swanglobaldirect.com/

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.swanglobal_direct.pressat.co.uk