

The Talent sought for in Sport Business

Yoshiaki Ito
Director of Sales
Adidas Japan KK

Abstract :

In putting this paper together, I have focused on the most sought after attributes that can be broken down into the following 5 groups. They are; Intellectual Horsepower & loyalty, Communication Skills, Mental Toughness and Flexibility, experience in sports and adaptability, and vision. When people with business sense made up of both 'passion towards sports', and the above 5 attributes work as a team, we believe that we can realize the adidas vision of "*Our Passion for Sports will make the world a better place*".