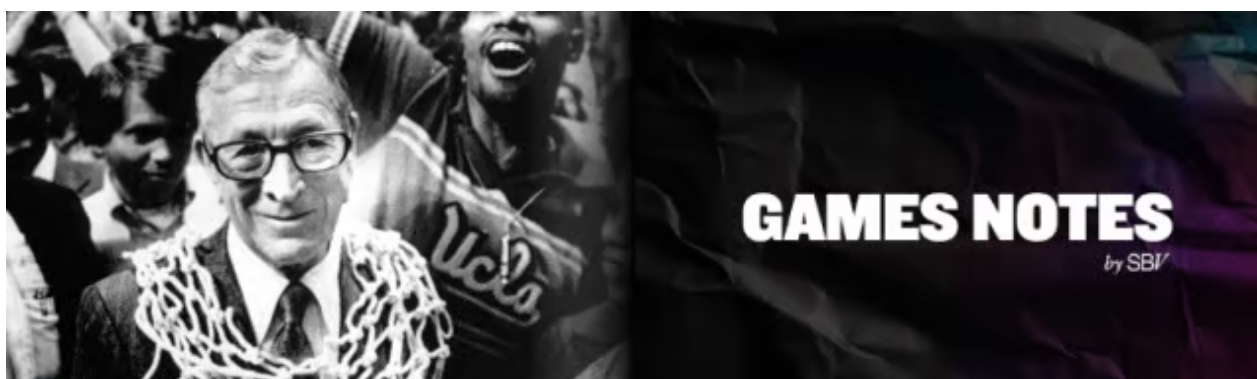




Welcome to the first edition of **Game Notes**! SBV's special monthly newsletter covers sports business through a cultural lens.



When I arrived at USC in the fall of 2017, I was absolutely thrilled. Throughout my childhood, I was told to work hard in school and get good grades so that eventually, I could go to college. And there I was, right on track.

I wasn't sure what I wanted to pursue for my career, so I declared my major as Undecided. Ironically, that ended up being the best choice I could've made. It gave me the flexibility to choose classes that genuinely interested me during my first semester. One of those courses was a class on the business of sports in the communication school.

Each week, our professor would bring in speakers with established careers in sports to share their journeys. That class opened my eyes to the endless opportunities in athletics. Of everything I learned that semester, one quote stuck with me most—from legendary UCLA coach John Wooden:

“Success is peace of mind, which is a direct result of self-satisfaction in knowing you did your best to become the best that you are capable of becoming.”

As a student starting my professional journey, this helped shift my mindset. In a world where it's easy to compare yourself to others and feel behind, I began focusing on doing my best, staying curious, and leaning into the qualities that made me unique.

That mindset led me to my first internship with the USC Athletic Department after attending a networking event on campus. Once my foot was in the door, the real work began. Success looks different at every

organization, and not every environment is perfect. But I've learned that showing up and doing your best with the opportunities you're given will always matter.

After graduation, I realized the structure I had relied on my entire life was gone. The only real curriculum that exists post-college is the one you create for yourself. It's easy to fall into chasing someone else's version of "success," but ultimately, your journey and your definition of success should be your own.

Inspired by Wooden's philosophy, here are three ways to stay grounded in your own growth:

1. Identify one or two small areas for improvement.

Reflect on your habits, routines, or work patterns. Start with micro-adjustments. Big change begins small.

2. Try something new, even if it's temporary.

Whether it's photography, coaching, or social media, hands-on experience is the best teacher. Exploring new areas builds confidence, self-awareness, and resilience.

3. Track your own success.

Journaling or documenting your progress helps remind you how far you've come and enables you to stay focused on becoming your best self.

Everyone's playbook is different. But if you lead with curiosity, effort, and heart, you're already on the right track.



Game Notes is written by [Melissa Yang](#), an SBV correspondent, writer, and social media strategist based in the Bay Area. She has previously worked and written for GQ Magazine, SLAM, the NBA, and the New York Liberty.

BEFORE YOU GO

Here are 3 ways SBV can help you:

1. [The Playbook](#) — Breaking into the sports industry can feel overwhelming, but you don't have to navigate it alone. With career tips, insider resources, and weekly networking and learning events featuring top sports executives, our platform provides direct access to the people and knowledge that can help you succeed.
2. [Job Board](#) — Finding the right opportunity in sports isn't just about luck—it's about access. Our job board connects you with exclusive openings across teams, leagues, agencies, and brands, helping you take the next step in your career with confidence.
3. [Mentorship](#) — Receiving career guidance from someone who has already experienced your journey can make all the difference. Our mentorship program connects you directly, one-on-one,

with sports executives who provide personalized support to help you at every stage of your career journey.



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