

ESSAY COMPETITION

Factsheet
St. Gallen, July 2022



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Office of Sport FOSPO

Essay Competition Overview

THE STORY BEHIND

Giving students a platform to showcase their unique ideas through an individual contribution

The Impulse Network Essay Competition offers a platform for young talents to share their innovative ideas. The students are encouraged to think outside of the box and elaborate on an industry-relevant topic which is predetermined by the initiative and its partner. The yearly guiding topic for the Impulse Summit as well as each industry platform build the framework for the topic selection. It is hereby addressing current challenges and opportunities within the sports industry and is creating valuable impulses for change that are based on the vessel of sports but may be applicable for society in general. The Jubilee Impulse Summit 2022 will host 200 sports industry leaders and 60 young talents from Oct. 31st to Nov. 4th in St. Gallen, Switzerland. This is an opportunity for students aspiring to break into the sports industry to get educated by long-standing attested sports industry leaders, inspired by lively discussions and connected to peers with the same passion. Win a prize money of **CHF 5000** in addition to your ticket and travel expenses.

We offer

The chance for students to show their expertise and creativity

- A reputable jury composed of academics and sports industry professionals
- Publication of winning essay on our Impulse Network Website
- Free trip to St. Gallen, Switzerland as a Global Talent for the top 3 authors and CHF 5000 for the winning essay
- The chance to present your idea as part of an Impulse Session

We ask for

A contribution to drive the initiative forward

- Individual students voluntarily committing their time to the essay next to their regular studies
- Interest in content-based discussions and inter-generational dialogue
- A qualitative added value by the next generation

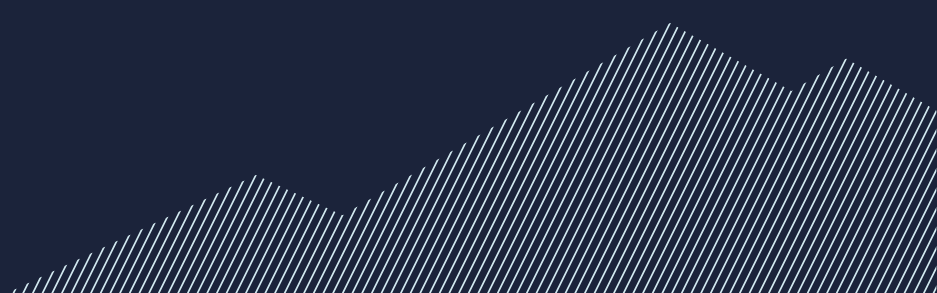
Topic 2022

The ideological, cultural, economic and political power of sport and going beyond its core purpose - How can organizations learn from embracing an athlete's mentality to drive actual change?

The concept of athletes at the center of attention receiving substantial praise and recognition for their performance has outlasted every societal change over the last hundred years. Whether it is the entertainment, inspiration, or performance aspect that causes the everlasting interest, it is all driven by the mentality and commitment the athlete(s) have towards their sport. **But what is commonly known as an athlete's mentality is still lacking a clear definition.** How do top-performing athletes advance their skills, push boundaries, find their role inside a team? What drives them and what keeps them from giving up? Questions, if deliberately answered, are not just relevant to sports teams or coaches but to every manager leading an innovative and forward-thinking organization. The answers should have changed over the last years, as athletes have taken a more powerful and influential role in society that go beyond its core intended purpose, but doesn't that make them even more relevant for innovative and groundbreaking practices inside an organization?

Task:

Please provide your own definition of an athlete's mentality. Explain how sports organizations can gain a competitive advantage in the market by taking a more holistic approach to corporate management by embracing characteristics, attitudes, and methods of an athlete? Include both employer and employee perspectives taking into account the generational workplace change.



Guidelines

PREREQUISITES

For your contribution to be valid, the following criteria must be met

Length: A maximum of 2000 words (excl. title page, bibliography and footnotes) with 1.15 spacing

Language: All essays must be submitted in English

Submission format: PDF file

Citation: APA 7th edition (all sources must be cited and referred to the respective part in the essay, all contributions will be tested for plagiarism)

Deadline: All essays must be submitted by **September 16th, 2022 EOD CET**

Co-Authorship: Not allowed, submission must be the participants own and original work

Template: Can be downloaded on our website



Applicant

Every currently enrolled student at an accredited University is eligible to turn in their essay. The communication, submission, and jury selection is carried out by our team and through our marketing channels. Please provide a current proof of matriculation in your submission.



Outcome

The three most innovative authors will be invited to the Impulse Summit 2022, where a joint award ceremony stage session is held. Additionally, the most brilliant author will have the chance to present their essay and to further elaborate on the topic to the leaders of the industry.



Criteria

The submission must be made before the deadline and adhere to the above provided guidelines. The essays will be evaluated based on the extent that they answer the predetermined research question in a qualitative, creative, and relevant matter.

Good luck to all participating students!





Thank you






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at the University
of St. Gallen

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