This strategic plan will cover an in-depth examination of yourself as an emerging professional as well as an examination of the sport industry segments including sport organizations in which you might aspire to intern with and/or work for -National Basketball Association analysis (NBA). The first critical task for you is to carefully select your industry segments and your potential organizations. It is vitally important that you are able to get access to real data regarding these segments and organizations including perhaps being able to also conduct one or more informational interviews.

Your next task once you have completed your research of your segments and organizations is to apply any and all of the readings that have been assigned for this class (e.g., books [StrengthsFinder 2.0, Wooden on Leadership, Legacy], book chapters, academic and popular press articles) and apply appropriate aspects within the various elements of the personal strategic plan, where you see fit.

A template with the sections (table of contents) is provided below along with the grading assessment. This capstone assignment is intended to be of value to you as a portfolio enhancement and a practical value to identify your plan with respect to organizations that you aspire to intern and/or work for in the future.

An appropriate length for this final paper is a minimum of 15 double-spaced pages up to a maximum of 30 pages of narrative (i.e., excluding title page, table of contents, reference page, etc.). Please use Times Roman 12-point font with no more than 1-inch margins. The final paper should be completed using APA formatting and referencing.