URL: https://stvp.stanford.edu/clips/how-sports-careers-are-changing

Mastry, Inc. managing director Rudy Cline-Thomas talks about the evolution of the career trajectories of professional sports players. He notes that younger players are beginning their careers with increasing amounts of business acumen. They understand, he finds, that you no longer need to be a star player to have a platform you can leverage to advance your career or social vision.

Transcript

- I think that the funnel has gotten a lot earlier.. 00:00:06,210 You know, there's kids coming out of school now that they've gotten exposure to some types of business, whether they're reading it or what have you, again, it's just different when Andre was playing indoor or when I was in school as well, too, you know.. So now it's almost like as soon as they're drafted, they become businessmen and/or have a certain level of business acumen.. And they're eager to get educated in so many different lanes.. And they understand that word platform now extremely early from almost day one, whereas before, in my opinion, it was only understood by a small group of athletes.. And then also too, I think what Andre's represented as well, too, is you know, it all depends on the athlete as to what your platform is.. Again, you don't have to be, you know, a 10-time all-star or what have you to have a platform.. Everybody looked at the Michael Jordan's or the LeBron James' of the world as the only athletes that can have these platforms.. And I think what Andre's constituted it as, you know, whether it be putting in the work or understanding what your access point is, you know, you can build it and create a platform.. And then most importantly, I think what he was able to absorb that most athletes don't is, you know, being able to be a conduit for other athletes and bringing them into your funnel and/or on your platform and helping them as well too only increases your reach and your value..

So, that's I think what's differentiated here and what's changed...