



ENERGIZED ATHLETES

PLAYBOOK

An Employer's Guide to Finding
Talent That Brings Their Game

Athletes train in the heat, push through setbacks, and show up when it matters most. These aren't just the hallmarks of a dedicated athlete—they're the very same qualities that drive success in the energy industry. Whether they're calling plays, protecting the line, or sprinting toward the goal, they've built the skills energy professionals use every day: teamwork, discipline, grit, adaptability, and the ability to perform under pressure.

Engaging with high school and college sports teams in your community can be a powerful (yet under-utilized) strategy for energy companies to promote energy careers and connect with people who can bring their game to your team.

Thank you to the **Berkshire Hathaway Energy Foundation** for support of this program.

HERE'S WHY

- 1 There are approximately 8 million high school student-athletes and over 530,000 student-athletes competing at the collegiate level. Only 0.5-0.7% of those students will go pro. That's a lot of team-focused, coachable individuals with strong work ethics available to build your bench.
- 2 According to Gallup analytics, "84% of U.S. employees are 'matrixed' to some extent," meaning they work across multiple teams and report to different managers/team leads. Companies should seek those who will elevate the team.
- 3 Matt Airy, the co-founder and chief coaching officer of Dream Team, illustrates that athletes possess a unique ability to deal with failure and focus on growth through process-oriented goals and resilience in the face of setbacks. In other words, they think about winning and learning versus winning and losing.

In short, athletes know how to **show up, work hard, and keep improving**—qualities every great team needs.

FUELING THE FUTURE

*How Energy Companies Can Connect
with High School & College Teams*

VISIBILITY & ENGAGEMENT

Show up and be seen—the more familiar your name is, the more likely student athletes are to want to work with you. Visibility builds trust. Options include:

- ✓ Sponsoring a "Power Play of the Game" or "Energy MVP" award.
- ✓ Hosting a "Careers in Energy" table at championship events.
- ✓ Offering QR codes linking to your careers site and internships.
- ✓ Distributing the Energized Athletes flier, a companion piece to this how-to guide, to highlight the link between sports and energy careers.

To find career resources and learn more, visit www.GetIntoEnergy.org

PUT THE STUDENTS TO THE TEST

What high school or college athlete doesn't think they've got skills?

Host a sport-a-thon. Engage students through hands-on, energy-themed challenges. Your team can mentor athletes in fun competitions like pole climbs, rope pulls, or relay races representing energy generation, transmission, and consumption.

Try a "Renewable Energy Sprint," where students carry lightweight "turbine blades" and assemble a mini model at the finish line.

Challenge students to design or modify sports equipment or facilities to be more energy-efficient or sustainable.

Host "Power Up" Open-House Days: Engage local athletes and their coaches, families, and fans to introduce them to your arena. Consider hosting these events with watch parties for professional sports games as an additional participation incentive. Wherever possible, encourage employees who played sports in high school and or college to draw parallels between their time on the field to their work in the field or office.

Have your front-line workers challenge a sports team to a game of softball. (Just don't choose the softball team.)

ENGAGE ATHLETES BEYOND THE GAME

Get involved beyond the field by partnering with student athletes on community service projects, showing up at games with gear demos, or inviting team captains to shadow energy professionals for a day. The options are virtually endless. Use the opportunities to:

- ✓ Promote career opportunities in the energy industry where your company has the greatest need, especially in skilled trades, IT, engineering, and customer service.
- ✓ Reinforce your local presence as a reliable and invested community employer.

PARTICIPATE IN CAREER HUDDLES

Join team practices for a 30-minute "Career Huddle" where former student athletes now working at your company share their career paths in energy. Real stories from relatable voices. Real impact.

PROMOTE OFF THE FIELD- FIELD TRIPS

Host team visits to your business. Open students' eyes to the parallels between sports and successful forays into energy careers.

IDEAL ROLES FOR STUDENT ATHLETES

Athletes bring a unique blend of physical determination, strategic thinking, and team-first mentality, making them strong candidates across a broad spectrum of roles in energy. From the field to the control room, and even the design table, here are just a few examples of how their strengths align with specific career paths.

SKILLED TRADES

Transferable Athlete Strengths:

Physical strength, focus, real-time decision-making

EXAMPLE ROLES

Lineworker, Technician

OPERATIONS

Transferable Athlete Strengths:

Calm under pressure, systems discipline

EXAMPLE ROLES

Plant Operator, Dispatcher

SAFETY/TRAINING

Transferable Athlete Strengths:

Leadership, rule adherence, coaching mindset

EXAMPLE ROLES

Safety Officer, Instructor

ENGINEERING

Transferable Athlete Strengths:

Analytical thinking, perseverance, planning, STEM background

EXAMPLE ROLES

Civil, Mechanical, Electrical Engineer

COORDINATION

Transferable Athlete Strengths:

Team management, adaptability

EXAMPLE ROLES

Scheduler, Supervisor

Power Up Your Workforce with Athletes Who
BRING THEIR GAME

Former athletes don't just bring hustle, they bring discipline, teamwork, grit, and a drive to learn and win. These are the exact qualities that power success in the energy industry. By recognizing and tapping into this high-performance talent pool, you're not just filling positions; you're building a resilient, future-ready workforce. Athletes come equipped with the mindset to lead, learn, and thrive.

The game has changed. Today's workforce needs people who think and act strategically under pressure, are committed to growth, and built for challenge. Athletes are already trained to bring their best every day. There are strong advantages to recruit them, support them, and unleash their potential.

When you hire athletes, you don't just get a worker, you get a game changer!

To find career resources and learn more, visit www.GetIntoEnergy.org