



IE CHALLENGE

HR challenges & opportunities in global sports organizations



We're excited to invite you to take part in IE's latest challenge: **"HR Challenges & Opportunities in Global Sports Organizations"**. This is your opportunity to get in the shoes of workplace decision-makers to answer the vital question, "How Global Sports Organizations can improve their HR strategies?"

Participate in the challenge and apply to our **Master in Talent Development & Human Resources**, and you could win one of three scholarships for the September 2025 intake.

1 | THE CHALLENGE

Managing HR within a global sports organization comes with unparalleled opportunities and challenges. This talk dives into the complexities of managing a global workforce in a fast-paced, ever-changing industry. Key topics include navigating the legal and regulatory demands of operating in diverse jurisdictions, addressing the cultural differences that shape employee experiences, and maintaining a strong employer brand under the constant spotlight of international exposure.

Additionally, HR in this space also offers significant opportunities: contributing to some of the world's most iconic events, fostering connections across cultures, and collaborating with fascinating people in the industry. Gain actionable insights into how HR can drive success and resilience in global sports organizations.

How to participate

1. Register for our **"HR Challenges & Opportunities in Global Sports Organizations"** masterclass with Becca Smith, People & Culture Business Partner at FIFA.

📅 March 6, 2025
🕒 4:00 pm CEST

[JOIN US](#)

2. **Submit your project** to the challenge and **your application** to our Master in Talent Development and Human Resources by:

📅 Sunday, April 6, 2025
🕒 23:59 hours CEST (Madrid Time).



2 | TAKING ON THE CHALLENGE:

To get ideas flowing, you will first attend the **"HR Challenges & Opportunities in Global Sports Organizations"** masterclass with **Becca Smith**, People & Culture Coordinator at **FIFA** on:

📅 March 6, 2025
🕒 4:00 pm CET

Then, focusing on discussion topics from the masterclass and the current global situation you will need to:

FORMAT

You must submit a **video recording of yourself** explaining your strategy and a short essay.

DETAILS

Your video must be **between 2-3min** long supported by a visual presentation. Your essay must be **no longer than two pages** (bibliography and/or annexes not included).

STRATEGY

Develop a strategy on how **global sports organizations can improve their HR** strategies as if you were the CEO of one of these organizations.

3 | TOOLS

TO FILM YOUR VIDEO

You can either create and edit a video or film yourself presenting your answer. If you record yourself, you can be next to your chosen visual support or use a platform such as Zoom or Teams. Please **film yourself horizontally**.

FOR YOUR VIDEO'S VISUAL SUPPORT

You may use **PowerPoint, Canva or Prezi**.

All visual, sound or data information must be your original creation or properly referenced.

FOR YOUR ESSAY

You may use **Word or PDF**.

All sources must be referenced.



5 | RESOURCES

You can draw on information discussed in the masterclass and conduct your own research, either online or through conversations with relevant industry players. Please remember to source any external information.

6 | WHAT ARE WE LOOKING FOR

We are interested in you showing us your solid understanding of the issue and a solutions-driven approach that combines creativity and critical thinking.

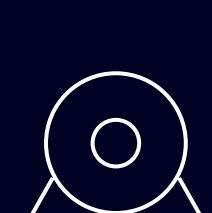


SUBMITTING YOUR CHALLENGE

Please email your submission to marta.ongil@ie.edu with "IE Challenge Global Sports Organization" and your name in the subject line.

Deadline:

📅 Sunday, April 6, 2025
🕒 23:59 hours CEST (Madrid Time).



SCHOLARSHIP AWARD

IE Business School will award three scholarships for the top three projects, valued at **40%, 30% and 20%** of the Master in Talent Development and Human Resources program fees for Fall 2025.

Entries will be judged by a panel of IE Business School faculty. Please keep in mind that scholarships will only be granted to admitted candidates, and that this scholarship cannot be added to an already existing one.

Winners will be announced on **April 21, 2025**.

