

the vendor never knew though, was that throughout the four years the buyer was at that school he had never attended a single game.

### Sports Clues In (and Out of) the Office

- Team logo as laptop screen saver
- Team logo or luggage tag on computer bag
- Team logo on shirt
- Team logo'd ball cap
- School ring
- Team logo pen or pencil
- Team logo Post-it note on report
- Team sticker on a laptop
- Facebook Team 'Likes'
- Stadium parking sticker on car
- Bumper sticker on bulletin board
- Sports equipment in car trunk
- Affinity credit card
- Kids sports team photo

Now, let's think about what kinds of clues you present that signal a willingness to talk about sports, or at the very least just put the serious sports fan at ease. Consider your office or work space. Might you integrate a few subtle items to signal a sports vibe? By adding an item or two, you may be indicating an effort to fit in and provide an opportunity for a colleague to cross any perceived cultural barriers and open a conversation with you. So, the next time you're invited to a sporting event (and you will be), GO! Then, keep your ticket as a souvenir in your office.

### Sporting Events, Golf, Fantasy Leagues And Other Mortifying Activities

There are times when simply talking about sports may not be enough. By that, we mean, some offices organize events around sports such as inviting clients to a sporting event or business meetings over a round of golf. Many times, people will opt out of these, because they don't enjoy sporting events, or they don't play golf or don't think they play well enough and are afraid of not being competitive. But, being a no-show guarantees missed networking opportunities and can promote the perception among one's boss or colleagues that you're not a team player.

#### TEN DO's & DON'T's ON THE GOLF COURSE

1. **Do Be on Time.** Confirm the tee time with the event organizer, then plan to get to the golf course at least 30 minutes early, just to be safe (many golfers arrive up to an hour early to warm up). If a tee time is missed, your group could lose its spot and have to wait around for another opening.
2. **Do make sure you bring plenty of tees, golf balls and a divot repairer.** Especially if you're not a great player, be sure to have a supply of these items. Don't spend time looking for lost balls, you'll just slow down your group. Use a new ball. That's what you brought 'em for. And, if you're not a great golfer, at least know how to repair a divot. You may be doing that a lot.