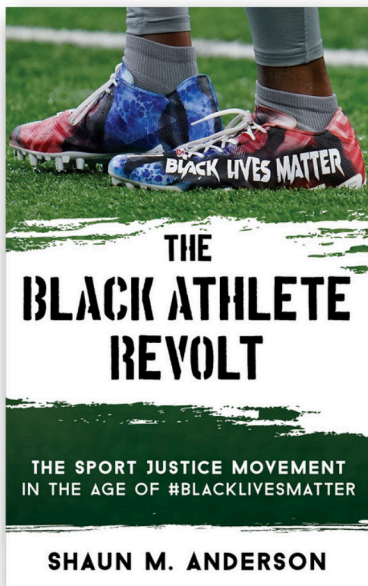


# SHAUN M. ANDERSON

Global authority on sport and social responsibility



(February 8, 2023  
Rowman & Littlefield Publishers)

**Becoming a Socially Responsible Sports Brand: Even if its Controversial** - While activism within sport has largely been an individual effort, there are calls for sport organizations to take action on issues such as racism, pay inequity, and other pressing social issues. In this talk, Shaun discusses how sports brands can build strategic social responsibility initiatives into their bottom-line business agenda.

**Playing Fair in Disadvantaged Communities** - When sport organizations build arenas in local communities, they make promises of improved communities through creating jobs, reducing crime, and environmental sustainability. In this talk, Shaun discusses best practices for establishing and testing community development initiatives.

**If Not You, Then Who? Building Your Social Justice Platform** - Athlete activism regarding racial injustice, pay disparities, and inequality in sports have largely been associated with professional athletes. But now, more than ever, student-athletes are seeking to become more involved in social causes. In this talk, Shaun describes the strategies student-athletes can use to develop their own social change initiatives.

**You've Reached Your Diversity Quota. Now What? Diversity Hiring in Sports** - From head coaches to front office personnel, sport organizations have struggled in hiring and retaining talented people of color. This talk discusses the keys to attract and retain a diverse workforce within sport organizations.

**Teaching Youth the Game of Life: Youth Development Through Sports** - Athlete activism regarding racial injustice, pay disparities, and inequality in sports have largely been associated with professional athletes. But now, more than ever, student-athletes are seeking to become more involved in social causes. In this talk, Shaun describes the strategies student-athletes can use to develop their own social change initiatives.

**Youth Development Through Sport** - Sport organizations, local governments, and non-profit organizations have had a long partnered to providing youth programs to local communities that aid in mental and physical health, scholarship opportunities, and life skills building. In this talk, I discuss ways in which youth development programs can be measured to understand their success rate.

Dr. Shaun M. Anderson is an internationally recognized scholar, proud HBCU graduate, and award-winning professor at Loyola Marymount University. As a sought-after expert regarding sport and social issues, he has worked with recognized organizations such as MLB, PBS, ADL, Nike, ESPN, and lectured at several universities. For example, in conjunction with the Muhammad Ali Center, he was asked to serve as an expert to petition the International Olympics Committee on their Rule 50 during the Tokyo 2020 Summer games, which prohibits athletes from engaging in on the field social justice demonstrations. As a scholar, he examines how sport has influenced business, politics, and society. He is also the founder of CSR Global Consulting, LLC, which assists organizations in developing and implementing their social responsibility initiatives.



**Speaking Fees:** Starting at \$5,000

 [www.shaunmarqanderson.com](http://www.shaunmarqanderson.com)

 @ShaunMarqSpeaks

 @SportsDocA

 @shaunmarqspeaks

**CONTACT:**  
**Nanda Dyssou, Publicist**  
[nanda@corioliscompany.com](mailto:nanda@corioliscompany.com)  
**(424)-226-6148**