

What is a dual career worth in Business?

Bård Benum, CEO
Powel

Helping utilities work smarter

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CV Bård Benum

Business

- MSc Industrial Economics
- Management positions in
  - Norsk Hydro
  - Statoil
  - Reitangruppen
  - Cresco, Vital (DnB NOR)
  - Powel
  - CEO experience last 16 years
  - Board positions in several companies
  - Hired a lot of talents

Sport

- Nordic skiing and Orienteering
  - 5 Medals from Norwegian Championship as a junior
  - National Team skiing for 5 years
  - 3 times top 6 Norwegian Championship as a senior
  - International experience and top 30 World Cup
  - Retired at an age of 22

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Powel uniqueness
Advanced engineering through business critical software



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Optimising hydropower

Hydropower System



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Smart Grid - Supporting utility processes



Civil Engineering - Complete control of municipal services



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Our offices

Norway
- Trondheim
- Oslo
- Bergen
- Bryne
- Grimstad
- Porsgrunn

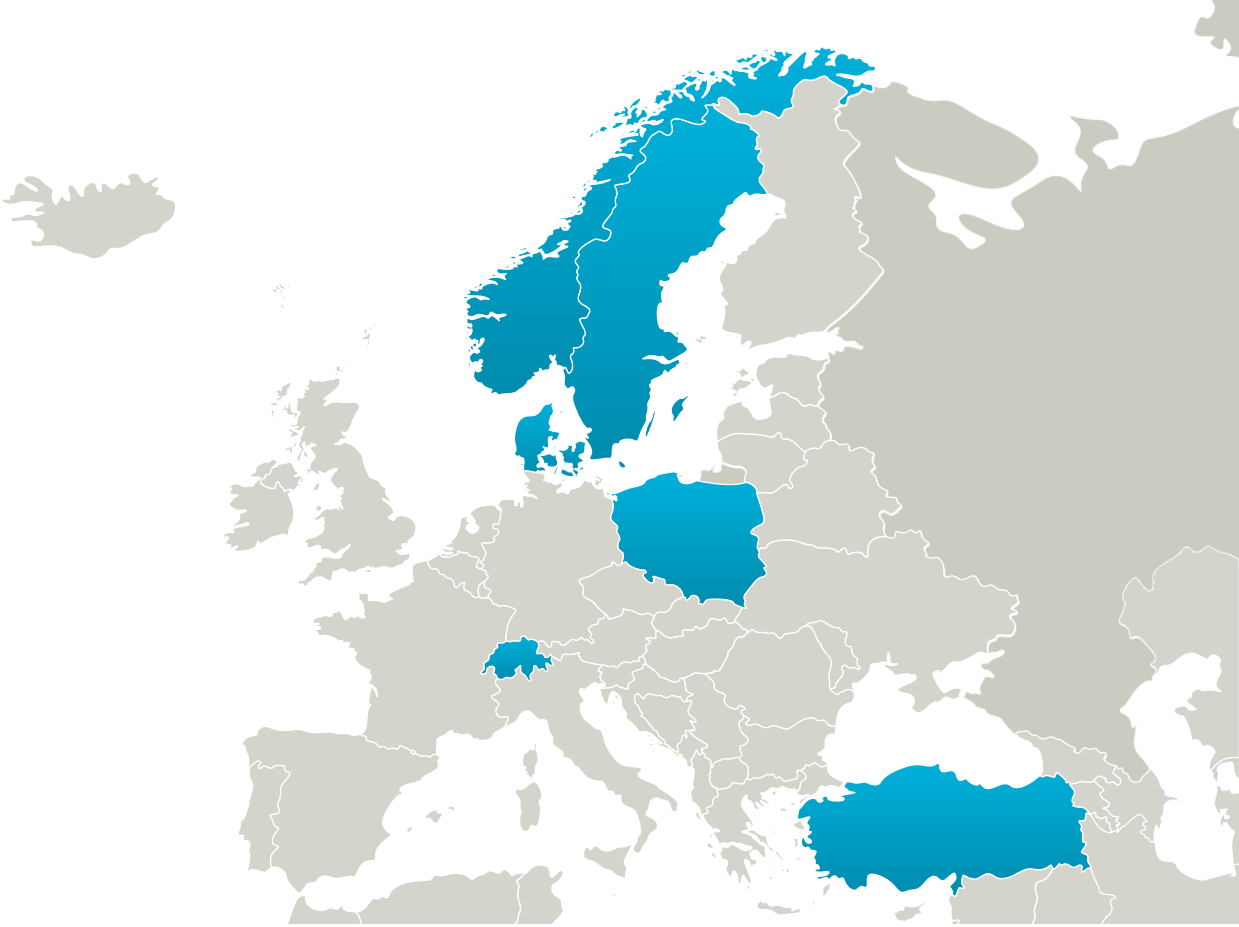
Sweden
- Jönköping
- Östersund
- Göteborg
- Sundsvall
- Stockholm
- Gävle

Denmark
- Odense

Turkey
- Istanbul

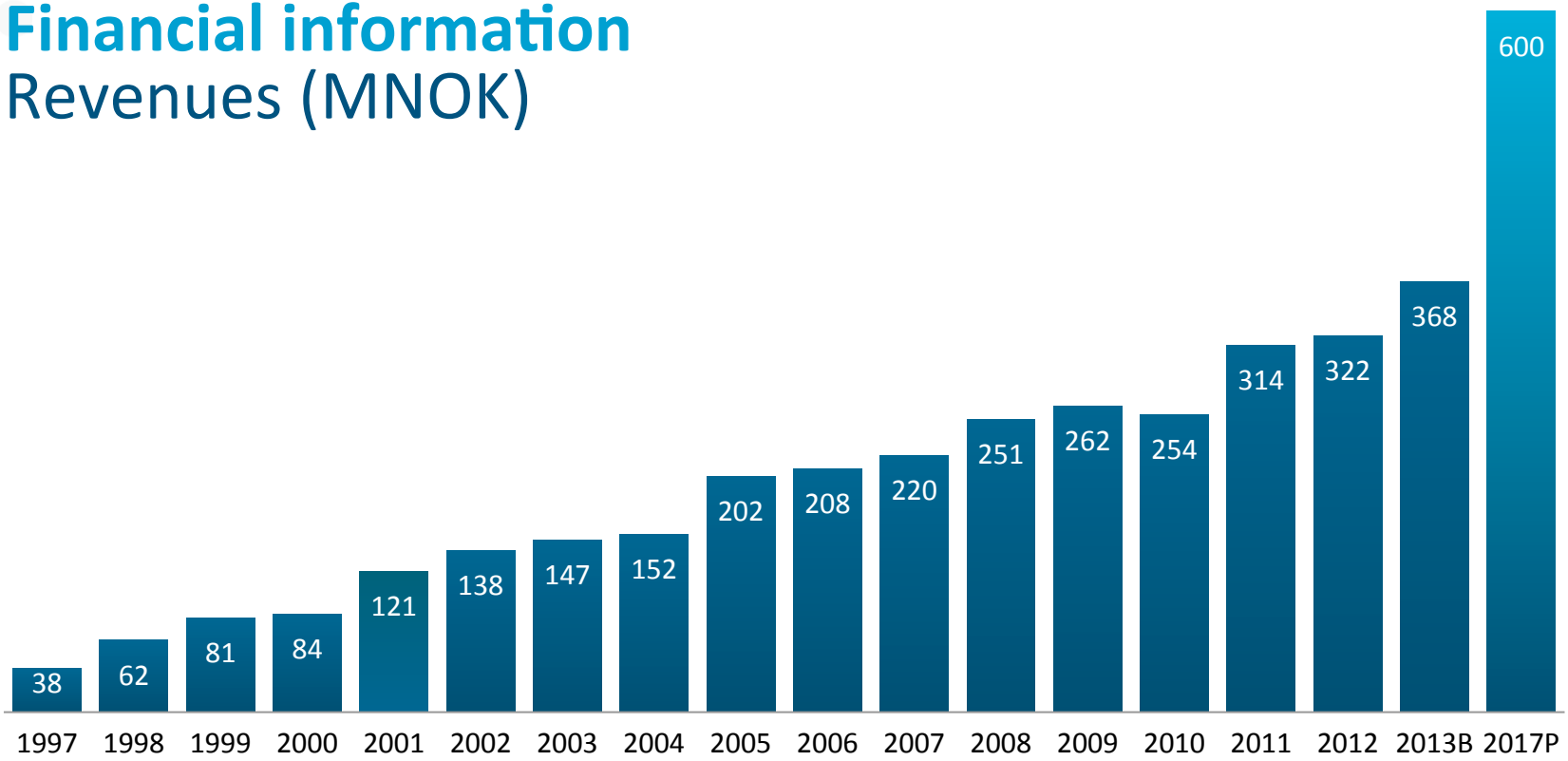
Switzerland
- Basel

Poland
- Gdańsk

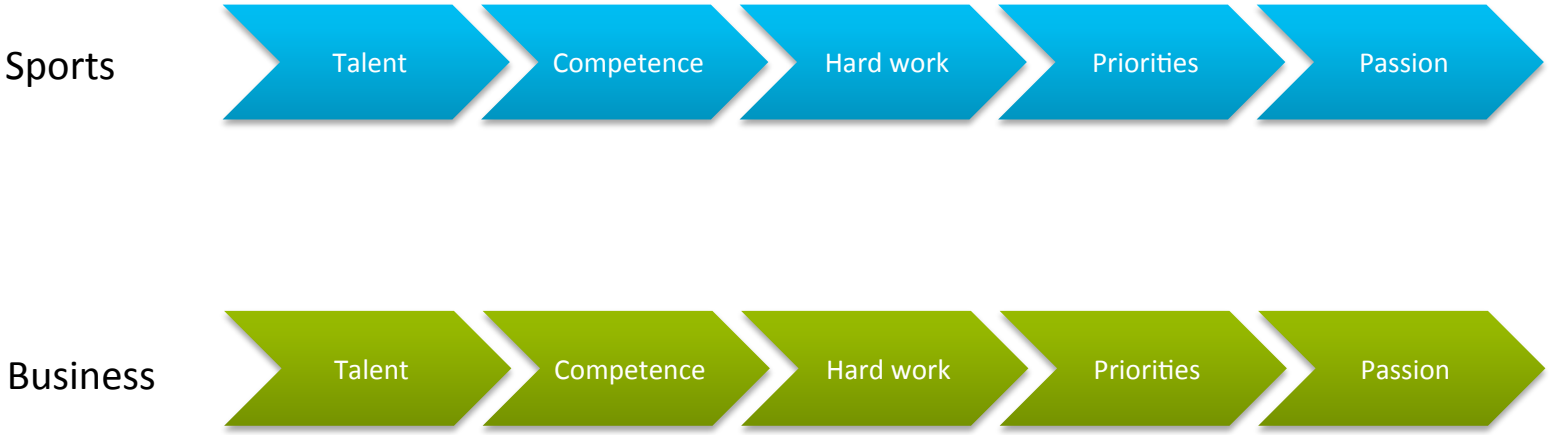


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Financial information
Revenues (MNOK)



A simple valuation model
Is a dual career worth anything in Business?

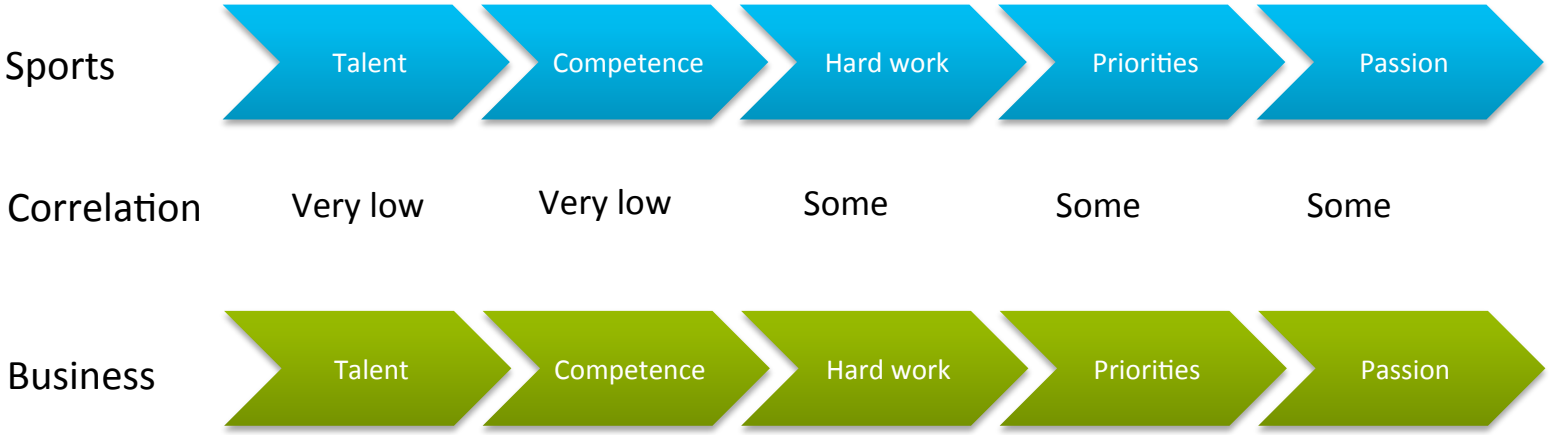


A simple valuation model
Is a dual career worth anything in Business?

Then, the answer is:
Experience from sports, have a high value?

Well, not necessary…

A simple valuation model
Is a dual career worth anything in business?



A simple valuation model
Is a dual career worth anything in Business?

- Then, the answer is:
  - Experience from sports, may have a value
- A knowledge based economy and businesses requires relevant education, to develop business talent and competencies
- Strong competition for the most attractive positions in Business
- Different kind of situation today than earlier
- Experience from sports combined with relevant education have a high value

Lessons learned from real life
In general

- Undergraduate and Graduate studies with relevance to business combined with top athlete experience may have a high value
- Competencies and skills have to be within relevant areas
  - If you want to work in an international technology based company, strong engineering skills are needed for most positions
  - Number of graduated engineers every year in China: 2.2 millions
- A person with hard work experience, ability of prioritizing and passion personality is given this, an very interesting candidate
- This kind of talents have faster careers
- Not necessary to have been the best athlete, sufficient to have trained as and together with the best athletes

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Lessons learned from real life
Some dilemmas

- The most attractive companies are looking for candidates with a very strong academic record
  - An athlete has fewer hours for studies
- Summer internships are more and more used to select candidates
  - Many sport athletes have a volume training periods or competitions in the summer
- Work from student organizations is also an activity which attractive companies are looking for
  - Not necessary easy to combine with an athlete career

Lessons learned from real life
Bonus from life as an athlete

- Media experience
- Knowledge of importance of good health
- International experience
- Network

Advices high school students

- Tell the students that very few of them will be able to have financial outcome of a sports career, and tell it early
- Motivate all with talents and interest of science courses to select the science courses, even it may be “the hard way”
  - This will give a lot of opportunities later
- Motivate the students to be hard working, also at school
- Invite former athletes with a dual career to motivate them

Advices college and universities students

- The easiest courses and studies will not necessary give the best results in sport, and for sure not in business
- Don’t hurry, an athlete have plenty of time to fulfill studies
- Long term plans give better results, both in sport and school
- Spending one year extra on studies may be a good investment
- Try to get a business network early, and capitalize on it
  - Internship (try to get special agreements)
  - Sponsorship
  - Bachelor & Master thesis
- More University Sports Team

Conclusions

- Yes, a dual career may have a high value
- However, remember
  - Talent has to be in place, also for the business area
  - Competencies have to be in place
  - Move passion to a new area
  - Keep up the hard work

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