

WHO SHOULD YOU CHOOSE TO LEAD YOUR ESPORTS PROGRAM?



The General Manager (GM) is the beating heart of your school's esports program. Even without being a "gamer," a GM can successfully guide and support students in this engaging and educational venture. The role is less about mastering games and more about fostering a supportive, organized, and enriching environment.

KEY TRAITS OF A GENERAL MANAGER

LEADERSHIP: The GM is a guide, a coach, and a mentor. With strong leadership skills, they foster a positive, encouraging atmosphere where students can thrive.

GAME KNOWLEDGE (OPTIONAL): While understanding the games can be beneficial, it's not a must. Just like a soccer coach doesn't need to be a professional player, a GM doesn't need to be an expert gamer. They can learn the basics alongside the students, making it a collaborative journey.

COMMUNICATION SKILLS: Effective communication is essential. The GM is the bridge between team members, school administration, and occasionally other teams or Fenworks employees.

COMMITMENT: Time and dedication are crucial in nurturing a successful esports team. A GM should be present, supportive, and engaged during the team's journey. Over the course of the season, a GM may spend up to 3-6 hours per week supporting their team.

EXAMPLE SCHEDULE

Tuesday - Practice Day 1

3:00 - 3:30 PM:

Check-in, review matches, discuss strengths and areas to improve.

3:30 - 4:30 PM:

Scrimmages, focus on teamwork, sportsmanship, and communication.

4:30 - 5:00 PM:

Reflect on practice, identify key takeaways.

Thursday - Practice Day 2

3:00 - 3:30 PM:

Team strategy session, discuss goals and tactics.

3:30 - 4:30 PM:

Supervise practice games, observe strategy application.

4:30 - 5:00 PM:

Review and provide feedback.

Friday - Game Day

3:00 - 3:30 PM:

Pre-match meeting, recap strategies, boost team spirit.

3:30 PM - End of match:

Cheer on the team.

Post-Match:

Conduct debriefing and feedback session.

Choosing a GM for your esports program is a step towards embracing the future of student engagement. With the right leader, students can enjoy a meaningful, educational, and exciting esports season. No gaming expertise required—just a passion for student growth and success.

