



FOR IMMEDIATE RELEASE

Dallas, November 17, 2022: Former NFL cornerback James Hasty is working to eliminate biases and racial disparity in sports hiring through his new search firm, Eneje' (pronounced "Ee-nuh-Jay") Consulting, and a proprietary candidate evaluation tool called the Coaching Performance Assessment System (CPAS). Eneje' is the first African American-owned search firm to work exclusively in the sports industry. Hasty founded Eneje' to help ensure more diversity and inclusion in sports.

Among Eneje's supporters are key NFL figures like former player and Fritz Pollard Alliance Founder John Wooten. Wooten's long history with the NFL and relationship with the last four of six, NFL Commissioners was vital in introducing Eneje' to the current administration. During a recent invite to the NFL headquarters in New York, the Eneje team was able to present to NFL Commissioner, Roger Goodell and his executive team. Following the meeting, Hasty was encouraged to reach out to all 32 teams, to present the services Eneje' provides.

By employing statistical and social scientific method, Eneje' mixed methods assessment tool promotes fairness across the board and levels the playing field among sports professionals competing for coaching and front-office positions. CPAS quantitative tool is a provisional patented algorithm that uses data analytics and machine learning to objectively and accurately evaluate individuals' careers along developing players development, empowering Eneje to go beyond traditional statistics.

"We consult with teams about a number of their preferred candidates and determine their most desirable characteristics for a specific position and make the appropriate recommendations," Hasty said. Eneje' takes implicit biases like race, gender and nepotism out of the equation and identifies candidates who fit the precise criteria teams are seeking.

The route to the best candidate starts and ends with CPAS. The placement professionals at Eneje' use a mathematical and scientific approach to analyze both quantitative and qualitative factors that include key statistics, proven talent, experience, success, and critical coaching characteristics. The combining of the quantitative tool with the qualitative tools is known as a "mixed method" approach.

Eneje' can help any sports organization fulfill its commitment to equality with proven criteria that improve not just coaching and front-office candidate selection, but also the entire game. "When you put the best personnel on the sidelines, you upgrade the quality of the people running programs, and make the game better and safer for everyone," Hasty said. "That's what Eneje' is helping to accomplish."

For more information, visit <https://www.enejeconsult.com>.