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Exclusive Quotes From My Raizza Borja Interview Pt. 1

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The greater Good Introduces

Exclusive Quotes From My Raizza Borja Interview Pt. 1



Borja smiling for picture

The following are questions and direct quotes from my Raizza Borja interview. Read below about how Borja connects further with her community to learn what their needs are, how important event planning is for her, what skills she thinks are most vital, and so much more! I am so excited to bring this exclusive information to you and offer an insider view into the NBA community relations world and the Disney Sports world!

BUT WAIT- THERE'S MORE! That's right, this is just part 1 of 2 of exclusive quotes from my Borja interview, so click [here](#) to read even more about Borja and her rewarding career. Happy reading!

I see you are licensed and certified as a Real Estate Broker/Sales Agent, do you have a passion for the sales industry?

"I wouldn't say sales is my passion. I decided to get my real estate license in between finishing with Disney as an intern and before getting into my role with the Orlando Magic. I always love to have something on the side for investments and stuff like that and I thought with real estate, everyone is eventually going to want a home and have a roof over their head obviously and if I can help my friends or their friends and they want to believe in me and want to rely on me, that's how I saw real estate. It's more of like I can help another circle with something that's important- the biggest purchase of your life!"

Raizza Borja Interview

I understand that you are motivated by your passion to help individuals and organizations serve a bigger purpose to others and the community. How is this represented in your current job?

"We always try to find ways to impact our community. There's a lot of things to do there's a lot of help that's needed and being able to continue to be motivated by your community is

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important. And as you grow to understand who your demographic is and who needs help it's important too because you won't know that unless you're in the community, unless you're there talking to different leaders. Even officers, I love talking to different officers, I love talking to different social workers, and especially organizations that focus on a lot of the families because they're the ones that really know what's going on in the community. And if you don't have that way you can communicate to build relationships with people you're not going to know those things and you're not going to be fueled by that passion to help because once you build a relationship you kind of become friends with your community leaders and they become your advocate. They can be your eyes and ears in the community because no idea is a bad idea, it's more so when is it the right time to use your idea?"

Raizza Borja Interview

How important would you say event planning is in what you do?

"Oh my goodness I think it is very important. One, you have to have the ability to be flexible, adaptable and learn how to prioritize what's important because a lot of things come at you especially if you have two or three events you have to be organized and especially if one event is bigger than the other then you have to kind of maneuver. But yeah I mean the most important thing is just being able to be flexible because just because you have a detailed event overview it doesn't mean it's always going to go in that order or in that way and being able to think quick on your feet and understanding who you're with is important because you want to be able to just maneuver quickly. Walk throughs are so important, getting to know the area is so important, getting to know who you work with and that they're reliable, so many little details, it's really the little details that are important."

Raizza Borja Interview

What skills are most crucial to you in the position you are in today?

"For me it's communication. I think that's important to have because you don't ever want to assume anything and like a lot of people don't like to ask questions but it's important to ask questions because maybe that one person's already thinking it and that person's shy. Communication is so important, and then understanding people on your team because you want to be able to make sure that when you communicate situations or even ideas everyone wants to have an open mind and if something were to go wrong in an event you want to be able to say 'Hey I can fix that' or 'Hey I have a better person to fix that' because you know your team and you've communicated, you know your strengths."

"Communication even in event overviews is important. Knowing when the players are coming is important because you want to communicate with them what's going on with the event and you have to give them the talking points. Communication is definitely the key. Over-communicating is good!"

Raizza Borja Interview

What is something you wish more people knew about community relations in sports?

"That it's not that easy in a sense that there's a lot of work and we work with so many departments internally and also externally. And I want to say we're probably one of the most hard working departments. It's never a dull day. Everyday you're planning you're executing you're also wanting to make sure that what you're going to execute follows your focus areas and organization's core values and you have to think outside the box too as well and be able to know who your resources are and have a good network. And then just getting to make sure at the end of the day that what you're projecting out there, what your event is reflects your organization and who you are too is important you know because you want to be able to value what you're putting out there for the community and make sure you're trying to give back correctly."

Raizza Borja Interview

Click [here](#) to check out even more exclusive content in my Exclusive Quotes From My Raizza Borja Interview Part 2 blog post.

Click [here](#) to view Borja's personal portfolio and read more in-depth about her career and personal successes.

Inspirational Quote of the Week : *"We make a living by what we get, but we make a life by what we give"* — *Winston Churchill*

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