An Introduction
For National Olympic Committees & International Federations
Athlete365 Career+
Preparation for lifelong excellence

Contents

Foreword

What is Athlete365 Career+

Athlete365 Career+ delivery channels

Athlete365 Career+ promotion at events
Foreword

Combining sport with education or work has become increasingly challenging for athletes. This is where Athlete365 Career+ can help, by providing them with training opportunities and job placements, and thus achieving life long excellence on and off the field of play.”

Thomas Bach
President, International Olympic Committee

Transitioning from your sporting career into the business world can be quite daunting. Do I have the right skills? Do I have enough experience? What do I want to DO? Through Athlete365 Career+ we will work with you to answer all these questions and you will walk away with the confidence you need to succeed in your transition. Our aim is to support athletes on and off the field of play and empower them in their lifelong journey far beyond that of an athlete.”

Kirsty Coventry
Chairperson, IOC Athletes’ Commission
Athlete365 Career+

Athlete365 Career+ is a programme that empowers athletes to maximise their education and employment opportunities and helps them stride confidently into a dual or post-sports career. It supports athletes at all stages of their career, helping them discover their potential and plan for their life beyond the world of competitive sport through a blend of advice, training and peer-to-peer learning. Athlete365 Career+ (formerly the Athlete Career Programme) is an IOC Athletes’ Commission initiative and is delivered with The Adecco Group.

Athlete365 Career+: Preparation for lifelong excellence.

IOC Athletes’ Commission

Athlete365 Career+ is an initiative created by the IOC Athletes’ Commission in 2005 and has since been an integral delivery channel within the IOC since. Athlete365 Career+ Outreach Workshops are often delivered by Athlete Commission members, keeping the interests of athletes at the heart of the programme. Athlete365 Career+ empowers Athletes Commission members to deliver the programme within their respective countries, expanding the reach of the programme globally.

The IOC Athletes’ Commission represents competing athletes and upholds their rights and obligations. The Commission also serves as a consultative body and as a liaison between the athletes and the IOC. The work of the Athletes’ Commission involves making recommendations to the IOC’s executive body for its consideration and decision.

For more information, see the IOC Athletes’ Commission page on Athlete365.

Quick facts

The IOC Athletes’ Commission meets once or twice a year and is composed of 12 members elected by athletes competing at the Summer and Winter Olympic Games. Up to 7 members are appointed by the IOC President and 2 ex-officio members representing the International Paralympic Committee (IPC) and the World Olympians Association.

The Chair of the IOC Athletes’ Commission sits on the IOC Executive Board, and members sit on various IOC Commissions, the IPC Athletes’ Council and WADA’s Foundation Board and Athletes’ Commission.

The roles of the IOC Athletes’ Commission include:

1. Evaluating candidate cities.
2. Evaluating the Olympic sport programme.
3. The fight against doping.
4. The development and delivery of Athlete365 Career+.
5. The organisation of the International Athletes’ Forum.
Athlete365 Career+ Themes

Life Skills
The life skills content supports athletes with the development of their skills outside of the sport arena. The content supports athletes to understand how the skills they have learnt within their sporting career can be transferred into the wider world such as finances, media management, public speaking and finally, employment.

Employment
Taking the first step into the labour market and launching a career can be a daunting process that takes a lot of planning and preparation. It’s never too early to prepare for the transition from world-class competition into the workplace. The employment content helps athletes identify where their interests and skills lie beyond sport.

Education
The education content supports athletes to understand and manage the demands of balancing sport and education, whilst also supporting athletes to understand the benefits of continuing their education alongside their sporting career.

Understand athletes’ skills
Athlete365 Career+ supports athletes in self-assessment and future planning. The programme guides athletes in understanding how their skills as an athlete can be transferred to increase their excellence in an academic or workplace environment, whilst providing opportunities to develop new skills.

Make informed decisions
Athlete365 Career+ provides athletes with the resources they need to make informed decisions. The programme provides tailored options depending on the individual athlete to ensure that they are aware of opportunities available, whether the goal is to develop new skills, take on further education develop a new career path, or a combination of them all.

Expanding athletes’ network
Athlete365 Career+ focuses on building a professional network. The programme provides athletes with an understanding of their current network within the sports environment while enabling them to expand their network to make the most of professional opportunities and events.

Elite athletes have three specific characteristics
1. All will retire, and almost all will need a job after their sporting career ends.
2. Most have educational and work backgrounds that are different from non-athletes.
3. All have demonstrated that they have what it takes to be the best in the world in their sport.

This programme recognises the challenges and opportunities athletes face in achieving success in sport, and in their next career.

NOCs & IFs which are offering Athlete365 Career+ are seeing great benefits for their organisations and their athletes. The programme allows the NOC & IF to showcase its commitment towards supporting athletes on and off the field of play.

It’s never too early to think about life after sport
Athlete365 Career+ focuses on supporting athletes understand how their athletic skills can be transferred into life after sport.
Why should NOCs & IFs get involved?

NOCs & IFs participating in Athlete365 Career+ can enhance the opportunities available for their athletes. Whether this is supporting athletes’ retirement from sport to supporting them with their education, the programme assists athletes in understanding their skills, making informed decisions and expanding their network. The earlier we support them to prepare to be successful for life, not just sport, the greater the likelihood that they will enjoy a successful transition.
The Athlete365 website provides a wide variety of online content from inspiring features by athletes and their journey through their transition to interactive Athlete365 Learning. The content is accessible to a global audience, to include athletes and their entourage.

Athlete365 Career+ Learning
All athletes are able to benefit from the online learning modules in areas such as career transition and sports management. Olympians who sign up to Athlete365 unlock a series of additional benefits such as a mentoring session with an Adecco expert to support career aspirations.

There are also other exciting benefits available for Olympians available through Athlete365 and they can sign up here to keep up to date!

- Visit Olympic.org/Athlete365 to find Career information and courses, videos, contacts, outreach workshops calendar etc.
- Access special offers for Olympians registered in Athlete365 (volunteering opportunities, internships, jobs).
- Follow @Athlete365 to get news, success stories, articles.
- Check out the Day Job Series and other inspiring stories.
How to get involved with Athlete365

An NOC or IF can show their commitment to supporting their athletes through engaging with the Athlete365 platform by showcasing a link to Athlete365 on their website. Through an interactive playbook, NOCs and IFs are encouraged to share this platform and its containing resources to promote and leverage from the content.

Additionally, NOCs and IFs are welcome to adapt and customise some of the content to the specific programme needs. Athlete365 allows NOCs and IFs to provide engaging and relevant content directly to their athletes, strengthening their relationship with the Olympic Movement and their fellow athletes.
Outreach Programme

Designed to provide guidance to a broad number of athletes, the Outreach Programme offers in person group sessions with a very dynamic and hands-on approach. These workshops are used as the first step to create awareness and education about their future transition to life after sport and are typically delivered by members of a local Athletes’ Commission, Olympians and/or Adecco managers. The content of the workshops is focused on the areas of education, life skills and employment.

An Outreach workshop comprises a series of 6–8 modules that can take place in one day or over a series of days depending on the time available. The module length typically ranges from 1 hour to 2.5 hours. The workshops are progressive in their sequence beginning with a module on self-discovery and goal setting with more practical modules focusing on CV building, networking, dual career and interview skills among others.

• 1–2 days.
• Groups of 20–30 athletes.
• Range of ages: 16 to 35 approximately.
• Over 9,000 athletes reached since 2009.
• Over 100 different NOCs.
• 5 continents.
• Financial support to NOCs through the Olympic Solidarity “Athlete Career Transition” programme.

Topics Covered:
• Who I am? Behavioural discovery.
• Dreams to results.
• Game Plan.
• Translating sports to business language.
• Networking.
• CV/résumé.
• Interviewing.
• Social media.
• Dual Career.
• Entrepreneurship.

How to get involved

NOCs and IFs are eligible to host an Outreach Workshop which can serve as a component of an NOC’s delivery to athletes. These workshops are typically delivered by NOCs that do not have a dedicated country programme but still want to provide a service to their athletes. IFs that want to deliver an Outreach workshop should do alongside a specific event where a large group of athletes will already be present. NOCs and IFs interested in hosting an Outreach Workshop should fill out the Outreach Request form or contact the Athlete365 Career+ team.

Training Outreach Educators

In order to make the Outreach Programme a tool that NOCs, IFs and their Athletes’ Commissions can deliver on a more independent, ongoing basis, Athlete365 Career+ can train someone from your organisation to deliver these workshops directly to your athletes. This initiative enables implementation and continuity of the outreach workshops in the long term as a key tool to support athletes’ education and development.

NOCs and IFs wanting to put forward an individual for training must meet the following criteria and should submit an application to the Career+ team.
• Have interest in becoming an Athlete365 Career+ Educator and be available to attend relevant training.
• English proficiency level C1 or higher.
• Public speaking experience.
• Proven leadership skills.
• Commitment to deliver two-three workshops per year for athletes of their organisation.
To provide a maximum level of ongoing services to athletes, NOCs are strongly encouraged to deliver their own programmes providing continual, personalised support to their athletes. In order to help deliver personalised services to Olympic athletes, over 30 NOCs currently have their own Athlete365 Career+ programmes in place. The IOC is available to support NOCs in the planning, creation and delivery of these programmes. The NOC is welcome to engage locally with The Adecco Group (if available) through an agreement to compliment the NOCs services specifically in the area of career preparation and placements.

The Adecco Group

The Adecco Group is the world’s leading provider of HR services and solutions. The Adecco Group’s mission is to contribute to increasing athletes’ employability globally, by preparing them to enter into a labour market that understands their unique talent and skills.

Since 2005, agreements have been developed with over 30 NOCs and local Adecco organisations to introduce the Athlete365 Career+ programme.
How to get involved

Arranging a collaboration with the Local Adecco Office
A local programme can be launched between the NOC and local Adecco Group (if available) which requires the signing of a cooperation agreement by both parties. Once an agreement is in place, the NOC and local Adecco team can establish a road-map strategy with a programme that can be tailored to meet the needs of the athletes.

Opportunities for collaboration
The Adecco Group local offices will offer NOCs and in particular, the athletes, access to experts on the local labour market. They can also provide tailored support on career development, employability and whenever possible, job placements.

The NOC and Adecco manager will work together to provide a comprehensive programme of support for athletes.

For more information on how to get involved with your local Adecco office, or set up your own Career+ programme, please contact the Athlete365 Career+ team.

Promoting Athlete365 Career+ at Events

For organisations and Athletes’ Commissions wishing to promote Athlete365 Career+, promotional materials can be sent to a member of your team that will be present at that event. This promotion can take place at events such as athletes forums, international competitions and other events where athletes interested in career transition would be gathered. The Athlete365 Career+ team can also provide guidance to NOCs and IFs wanting to use the Athlete365 Career+ logo.
Visit www.olympic.org/athlete365/career for more information