



**SFLA**  
EMPOWERING ATHLETES

**SPORTS  
FINANCIAL  
LITERACY  
ACADEMY**

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*Empowering  
Money Smart Athletes*

[www.moneysmartathlete.com](http://www.moneysmartathlete.com)



## FEMALE ATHLETES PROGRAM

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## FEMALE LEADERSHIP

In this program, we go through the necessary steps that women athletes should take towards **financial independence** and the **development of female leadership** and **role models** within the international sports arena. These steps are fundamental actions, within common reasoning, which have a positive impact on the **personal life of female athletes**.

### *Through our courses we:*

- Emphasize **mentoring and encouragement** of young girls to become consumers of female sports.
- Discuss how female athletes can push for social change by publicly **urging people outside the sporting world**, especially those in positions of power or hierarchy, to publicly support female athletes and empower them to become role models themselves.

There is compelling evidence to suggest that **role models** are an important component in the development of females, whether that be on the field of play, in the office, in politics, or social service. **Female sport role models** are important since adolescent girls are bombarded with images of **external beauty**, instead of images of quality characteristics, usually found in female athletes.

*This program is designed for Female athletes,  
ages 18+*



Our program discusses extensively how female sport role models can **instill confidence, strong work ethic and even an emphasis on education.**

**Confidence and leadership, teamwork and cooperation** are all very important as qualities, which many female athletes exemplify and young girls need.

***SUCCESSFUL FEMALE ATHLETES ARE EXCELLENT  
ROLE MODELS IN SHOWING YOUNG GIRLS THE  
IMPORTANCE OF GAINING AN EDUCATION AND  
COMBINING IT WITH AN ATHLETIC CAREER***

***Learning Objectives:***

- Promote female empowerment within the sports industry
- Understand how women can create and safeguard their financial independence
- Promote proactive financial behavior for women
- Plan ways to work towards financial independence and create ways to financially succeed
- Become an equal financial partner in the household
- Overcome fears, stereotypes and public opinion

## Female Athletes Financial & Life Skills Program

### Program Components & Details

**Total Teaching Hours: 25 hours**

	Lesson Name	Lecture Duration (minutes)	Activities (minutes)	Wrap-Up (minutes)	Total Duration (hours)
FA 01	Female financial empowerment and the financial independence of women	85	60	5	2,5
FA 02	Financial psychology	60	50	10	2
FA 03	Advisors that make you a winner	55	56	9	2
FA 04	Personal financial planning & money management	115	115	10	4
FA 05	Banking, credit and debt	45	40	5	1,5
FA 06	Risk management and insurance	55	55	10	2
FA 07	Investments & creating wealth	95	75	10	3
FA 08	The economic environment, contracts & taxes	65	46	9	2
FA 09	Building & commercializing the athlete's brand & NIL	85	85	10	3
FA 10	Retirement from sport and post-sport career development	90	80	10	3



## Female Athletes Financial & Life Skills Program

### FA Module 01 - Female financial empowerment and the financial independence of women

#### Key topic

Apart from the obstacles and challenges which female athletes have in common with their male counterparts, they also have to face the additional pressure and obstacles that society and institutions impose upon them because of their gender. This lesson explains important parameters that affect the financial independence of women and consequently long-term financial wellbeing. In a world where knowledge and social equality are deemed as sacred objectives, circumstances reveal that there are predicaments that women should strive to understand and then overcome, in order to succeed financially.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The challenges of a female athlete's career</i>
3	<i>Female athletes and sport integrity issues</i>
4	<i>Female leadership</i>
5	<i>Athlete wellbeing is paramount to having both a successful career and life</i>
6	<i>Overcome fears, stereotypes and public opinion</i>
7	<i>The financial vulnerability of female athletes</i>
8	<i>Who are you financially?</i>
9	<i>Create your own financial identity</i>
10	<i>Basic financial knowledge is key to financial growth</i>
11	<i>Female athletes and changes in marital status</i>
12	<i>Become an equal financial partner in the household</i>
13	<i>Make your marital status irrelevant to your financial freedom</i>
14	<i>Gender equality and its effects on women's financial independence</i>
15	<i>The skills female athletes need to design and project-manage their life</i>
16	<i>Overview of the financial and life skills program and how it helps female athletes</i>
17	<i>Lesson wrap-up, questions &amp; discussion</i>

## Learning objectives

- ❖ Realize that an athletic career comes with a number of challenges.
- ❖ Formulate your personal financial identity which should be based on your individuality.
- ❖ Demand to be an equal member of the household; to be equally included in decisions and have equal responsibilities.
- ❖ Strive to achieve financial independence by familiarizing yourself with useful financial concepts and tools.
- ❖ Be the master of your personal financial and life plan.
- ❖ Be able to develop a greater career and life plan and project-manage it successfully.
- ❖ Create readiness to succeed in life.

***Lesson delivery time: 150 minutes***

***Lecture delivery: 85 minutes***

***Activities: 60 minutes***

***Videos: 0 minutes***

***Wrap-up, questions & discussion: 5 minutes***

## Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



## Female Athletes Financial & Life Skills Program

### FA Module 02 - Financial psychology

#### Key topic

Financial psychology relates to our behavior towards personal finances and financial decisions regarding money, budgeting, investing and so on. Family, society and culture play a huge role in the development of the athlete’s financial psychology. Money is a social tool and our attitudes, beliefs and practices in relation to it, are to a great extent influenced and moulded by the people who surround us. In this lesson, we discuss how the pursuit of money is all about trying to meet either emotional or psychological desires; identifying and managing these desires will give female athletes greater control over their financial behavior.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Financial beliefs and behaviors are rooted in psychology</i>
3	<i>Money and emotions</i>
4	<i>Dealing with higher income and using it wisely</i>
5	<i>Coping with family and societal pressures</i>
6	<i>The importance of money and developing a strong set of financial skills</i>
7	<i>Financial goal setting</i>
8	<i>Your money personality and how it affects your financial planning</i>
9	<i>Financial setbacks and how to maintain a positive attitude</i>
10	<i>Using your athletic strengths to overcome financial setbacks</i>
11	<i>Lesson wrap-up, questions &amp; discussion</i>



## Learning objectives

- ❖ Understand that our financial beliefs and behaviors are related to the general psychological principles of needs, wants and environmental influences and that such behaviors are influenced by family, society and culture.
- ❖ Realize that the athlete's financial beliefs and resulting emotions usually direct her financial decisions. The athlete's money personality, influences her spending and saving habits.
- ❖ Become aware that financial behavior can change, once the athlete recognizes what constitutes bad financial behavior, understands her money personality and develops a strong set of financial skills.
- ❖ Seek proper help and support which will enable the athlete to withstand societal pressures and expectations regarding her financial behavior and take corrective action.
- ❖ Be ready to draw upon and utilize a number of athletic strengths to deal with and overcome financial setbacks.

***Lesson delivery time: 120 minutes***

***Lecture delivery: 60 minutes***

***Activities: 50 minutes***

***Videos: 0 minutes***

***Wrap-up, questions & discussion: 10 minutes***

## Materials given with purchase

- ❖ Access to teaching modules
  - ❖ Downloadable presentations for each module
  - ❖ Downloadable student workbooks for each module



## Female Athletes Financial & Life Skills Program

### FA Module 03 - Advisors that make you a winner

#### Key topic

In this module, we stress the importance of creating a team of advisors who will support and guide athletes both in their sport and financial lives. There are important lessons to be learned from a number of athletes who have financially failed. A common denominator often, is the trust athletes have placed in the wrong professionals. In addition, we stress that the chosen advisors need to have an understanding of female sports and their surrounding landscape, so that they can properly guide their female athlete clients.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The complementary relationship between financial literacy and the athlete's advisors</i>
3	<i>Advisors you can trust</i>
4	<i>Selecting your agent</i>
5	<i>A business manager is fundamental to your success</i>
6	<i>A good attorney can protect you in a number of ways</i>
7	<i>Mentoring is key to your growth</i>
8	<i>Seek advisors with an understanding of female sports</i>
9	<i>Protecting the sports professional from financial advisor improprieties and fraud</i>
10	<i>Seeking advisors with international expertise for your international career</i>
11	<i>Lesson wrap-up, questions &amp; discussion</i>

## Learning objectives

- ❖ Creating the right team of trusted, reputable and established professionals is important to the athlete's success.
- ❖ Your advisors just serve the purpose of informing you about your available options but the financial decisions are ultimately your own.
- ❖ The right agent will do their best to create the right opportunities for their athlete client, so choosing a good agent is critical to the success of your sports career.
- ❖ Each athletic career is a small business and a good manager runs the business efficiently and sees that everything off the field goes smoothly.
- ❖ Attorneys come with different types of expertise and they can protect athletes in a number of ways.
- ❖ Successful athletes around the world have had mentors who helped them spread their wings and unleash their potential.
- ❖ Athletes move around a lot, both nationally and internationally, therefore they need to have advisors with international expertise.
- ❖ Athletes need to know how to protect themselves from being exploited by financial mismanagement and investment fraud.

***Lesson delivery time: 120 minutes***

***Lecture delivery: 55 minutes***

***Activities: 45 minutes***

***Videos: 11 minutes***

***Wrap-up, questions & discussion: 9 minutes***

## Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



## Female Athletes Financial & Life Skills Program

### FA Module 04 - Personal financial planning and money management

#### Key topic

Personal financial planning is a lifelong process and athletes have to familiarize themselves with this process. Athletes will be making financial decisions all their life; sometimes they will foresee situations and plan deliberately and sometimes, things just happen, and they will be forced to make instant decisions. Creating a financial freedom plan means making deliberate decisions now that will allow athletes to get closer to their goals while reflecting the realities of being a professional female athlete.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Your dreams, goals and values give direction to your financial plan</i>
3	<i>Defining your mission</i>
4	<i>Creating your legacy</i>
5	<i>Prioritize your spending: Differentiating between wants and needs</i>
6	<i>Living within your means</i>
7	<i>Earning money</i>
8	<i>Building multiple revenue channels</i>
9	<i>Saving and growing your money</i>
10	<i>Creating a simple budget</i>
11	<i>The financial planning process</i>
12	<i>Large asset purchases</i>
13	<i>Athletes' salaries and the reality of uneven cash flows</i>
14	<i>Managing your money throughout the different stages of your career</i>
15	<i>Money management strategies</i>
16	<i>Sustaining financial success in your post-peak-performance years</i>
17	<i>Conditions that may affect your financial game plan</i>
18	<i>Philanthropy in sport</i>
19	<i>Lesson wrap-up, questions &amp; discussion</i>

## Learning objectives

- ❖ Personal financial planning helps you design your financial future. The earlier you start, the better off you will be!
- ❖ The circumstances and characteristics of your life as an athlete, influence your financial concerns and plans.
- ❖ The financial planning process involves figuring out where you are now, where you would like to be, and how to go from here to there.
- ❖ Different people have different financial dreams and each financial dream has a different price tag on it.
- ❖ Needs refer to necessities whereas wants pertain to things you would like to have – something not absolutely necessary for your survival but which can add comfort and pleasure to your life.
- ❖ A budget is a plan for how to handle your money and it serves as a roadmap to give you the money you need to live the lifestyle you want.
- ❖ Saving money is the cornerstone of a financially secure lifestyle. Saving allows you to build a foundation for establishing future wealth.

***Lesson delivery time: 240 minutes***

***Lecture delivery: 115 minutes***

***Activities: 115 minutes***

***Videos: 0 minutes***

***Wrap-up, questions & discussion: 10 minutes***

### Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



## Female Athletes Financial & Life Skills Program

### FA Module 05 - Banking, credit and debt

#### Key topic

It is very important that you develop an understanding about how banks work so that you can manage your banking to your best interest. Properly managed bank accounts can reduce expenses and protect your information. Making purchases on credit has become a major part of everyday life, to the point that is being frequently abused and transformed into excessive debt which is not manageable. By understanding 'good' and 'bad' debt you will be able to utilize debt when and where it best suits your overall financial plan. It should be pointed out that during our research it became clear that men are much more vulnerable than women to excessive spending habits and bankruptcy. Now, that's a good thing in theory. However, one of the reasons could be the huge pay gap between men and women. As women are slowly extinguishing that gap it becomes paramount to adjust to these changes in income, learn about debt and credit and thus avoid those mistakes themselves.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Why do we use banks?</i>
3	<i>How do banks work?</i>
4	<i>Checking and savings accounts</i>
5	<i>Debit cards vs credit cards</i>
6	<i>Credit and credit history</i>
7	<i>Loans, risk and collateral</i>
8	<i>Tips on keeping your debt under control</i>
9	<i>What happens if you are already in debt?</i>
10	<i>Lending money to friends and family</i>
11	<i>There is 'good' and 'bad' debt</i>
12	<i>What happens if you default on a loan?</i>
13	<i>Lesson wrap-up, questions and discussion</i>

## Learning objectives

- ❖ Opening and maintaining the right bank accounts is a very important aspect of good money management. Your bank accounts are the center of your financial planning.
- ❖ There are different types of bank accounts which will help you get your finances in professional order.
- ❖ A debit card works like a plastic check. A credit card is a credit facility from a bank: Knowing the differences between credit and debit cards will help you use them appropriately.
- ❖ Credit is an arrangement that defers payment for borrowed money or a purchased item until later. Your credit history represents your financial reputation and it is very important to build a positive record with lenders.
- ❖ Any debt, as a whole, is not good. However, some types of debt are considered good because of the investment value they hold.
- ❖ Your personal circumstances and credit score are correlated with loan qualification and loan repayment ability.
- ❖ Defaulting on a loan will create a multitude of problems both in the present and the future.

***Lesson delivery time: 90 minutes***

***Lecture delivery: 45 minutes***

***Activities: 40 minutes***

***Videos: 0 minutes***

***Wrap-up, questions & discussion: 5 minutes***

### Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



## Female Athletes Financial & Life Skills Program

### FA Module 06 - Risk management and insurance

#### Key topic

It is important for the athlete to identify and manage potential risks, as well as recognize different types of fraud when they see it, so that they can take measures to hedge against them. Female athletes can protect themselves and their personal finances in a number of ways whether that means buying different types of insurance to cover basic and sport-specific needs, protecting their wealth and their family, or limiting the disastrous financial effects of a divorce.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The definition of risk and hedging against it</i>
3	<i>Basic insurance categories</i>
4	<i>Insurance for sports professionals</i>
5	<i>Choosing the right insurance agent</i>
6	<i>Reputational risk and loss of sponsorship contracts</i>
7	<i>Protecting your brand from unauthorized use</i>
8	<i>Protecting your assets and your family</i>
9	<i>Getting married: Set up your financial relationship and let your love flourish!</i>
10	<i>Protecting your family from the inevitable: Estate &amp; inheritance planning</i>
11	<i>The risks and legal traps of gifting property to family</i>
12	<i>Lesson wrap-up, questions &amp; discussion</i>



## Learning objectives

- ❖ Athletes are facing different types of risks due to the special nature of their circumstances.
- ❖ Insurance is a form of risk management whereby you transfer that risk from you to the insurance company for a fee.
- ❖ The basic insurance needs of athletes include health, auto and home contents insurance.
- ❖ The specialized insurance needs of athletes include temporary disability, career ending, loss of value and accidental death clauses, loss of endorsement coverage, sports travel insurance and in some cases, kidnap, ransom and extortion insurance.
- ❖ An asset protection and estate plan are a necessity for professional athletes to guarantee the preservation and protection of this wealth for a longer time horizon.
- ❖ Prenuptial and cohabitation agreements have a positive effect on the financial lives of female athletes and they save them from real hardship.

***Lesson delivery time: 120 minutes***

***Lecture delivery: 55 minutes***

***Activities: 55 minutes***

***Videos: 0 minutes***

***Wrap-up, questions & discussion: 10 minutes***

## Materials given with purchase

- ❖ Access to teaching modules
  - ❖ Downloadable presentations for each module
  - ❖ Downloadable student workbooks for each module



## Female Athlete Financial & Life Skills Program

### FA Module 07 - Investments and creating wealth

#### Key topic

Bad investment decisions contribute greatly to the financial problems of athletes. Athletes have been and are an easy target for many shady financial predators, who promise them ‘sweet deals’ with huge returns in a short period of time. With so many ‘get rich quick’ schemes out there which try to sell the improbable dream, athletes need to have the knowledge which will help them make educated and informed decisions for themselves, and control their emotional responses to risks and the market.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Athletes and investment basics</i>
3	<i>Basic investment definitions and concepts</i>
4	<i>Preparing to invest</i>
5	<i>Be careful of fraudulent investment schemes</i>
6	<i>Risk and potential – The relationship of risk and earning capacity</i>
7	<i>Your investment advisor</i>
8	<i>Types of investments</i>
9	<i>The stock market</i>
10	<i>The real estate market</i>
11	<i>Blockchain and crypto-assets</i>
12	<i>Investment diversification – Do not put all your eggs in one basket</i>
13	<i>Becoming investment prepared: Go through the investment checklist</i>
14	<i>How should your income affect your investment choices</i>
15	<i>Structuring wealth in view of retirement from sport</i>
16	<i>Lesson wrap-up, questions &amp; discussion</i>

## Learning objectives

- ❖ The main reason why people invest is to see a return on their investment.
- ❖ In preparing to invest, athletes should devise a consistent plan, should control their emotional responses to risk and the market, they should always strive to see the big picture and they should be aware of the various types of fraudulent investment schemes.
- ❖ Every investment carries a certain amount of risk and reward. Risk can be managed only up to a certain extent and it cannot be eliminated.
- ❖ Creating the right team of trustworthy, reputable, and established professionals is important to the athlete's financial success.
- ❖ There are various investment options available which are suitable in different situations, depending on your long-term financial strategy and they include stocks, bonds, real estate, etc.
- ❖ Understand what diversification is and appreciate its importance when investing.
- ❖ Before investing make sure you are investment-prepared. An investment preparation checklist gives you an indication as to whether you are ready to start investing.

***Lesson delivery time: 180 minutes***

***Lecture delivery: 95 minutes***

***Activities: 75 minutes***

***Videos: 0 minutes***

***Wrap-up, questions & discussion: 10 minutes***

## Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module

## Female Athletes Financial & Life Skills

### FA Module 08 - The economic environment, contracts and taxes

#### Key topic

Personal financial planning is affected by several macroeconomic factors. Therefore, when athletes plan their financial lives, they should take into account conditions in the wider economy and in the markets that make up the economy. As professional athletes, they will be dealing with professional sports contracts, therefore it is important that they know some contract basics as well as how taxes affect their income.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Macroeconomic factors that affect financial thinking</i>
3	<i>The coronavirus effect on sport- suspension of play and contractual issues</i>
4	<i>Sport contracts</i>
5	<i>What is included in sports contracts</i>
6	<i>Taxes</i>
7	<i>Why are taxes levied and different types of taxes</i>
8	<i>Jock tax</i>
9	<i>Athletes competing in individual sports vs team sports- a tax perspective</i>
10	<i>Taxation and sports contracts abroad</i>
11	<i>Tax avoidance vs tax evasion</i>
12	<i>Tax efficient philanthropy for sports professionals</i>
13	<i>Salary caps in the United States</i>
14	<i>Collective bargaining agreements</i>
15	<i>Lesson wrap-up, questions &amp; discussion</i>

### **Learning objectives**

- ❖ It is important to develop your own understanding of the economy and the factors shaping it and have an idea of where the economy is headed so that you can plan your finances and your career accordingly.
- ❖ There are several indicators of financial health through which you can understand the trends of the economy.
- ❖ Despite the fact that sports contracts are negotiated by sports agents, the athlete should be familiar with contract terms and how they affect her finances.
- ❖ Taxes affect your take-home pay; a basic knowledge of taxes along with the right advice from a suitable tax professional can end up in substantial tax savings.

***Lesson delivery time: 120 minutes***

***Lecture delivery: 65 minutes***

***Activities: 40 minutes***

***Videos: 6 minutes***

***Wrap-up, questions & discussion: 9 minutes***

### **Materials given with purchase**

- ❖ Access to teaching modules
  - ❖ Downloadable presentations for each module
  - ❖ Downloadable student workbooks for each module



## Female Athletes Financial & Life Skills Program

### FA Module 09 - Building and commercializing the athlete's name, image and likeness

#### Key topic

Professional athletes have a relatively short career playing sport, living most of their life from earnings made off the field, which is why it is important that they are proactive when it comes to their financial planning. One of the many pillars of good financial planning is building the athlete's personal brand in order to maximize their earning potential off the field, during and after their sports career. An athlete's sports career may end, but a strong brand will continue to exist, assisting in building wealth beyond the athlete's sports years.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The athlete's brand and its components</i>
3	<i>Evaluating the athletic brand and its strength</i>
4	<i>Building the athlete's name, image and likeness</i>
5	<i>Creating the athlete's personal marketing plan</i>
6	<i>Social media strategies for promoting the athletic brand</i>
7	<i>Can athletes stay off the grid in the age of social media</i>
8	<i>Industries that invest in female sports</i>
9	<i>Sport professionals serving as charity ambassadors</i>
10	<i>The commercial use of the athlete's brand</i>
11	<i>Assessing the value of the athlete's brand</i>
12	<i>Managing the athlete's brand: Reputational and commercial management</i>
13	<i>Protecting the athlete's brand</i>
14	<i>Is top athletic performance a prerequisite for a strong athletic brand</i>
15	<i>The new regime: Using blockchain, NFTs and smart contracts to promote the athletic brand</i>
16	<i>Lesson wrap-up, questions &amp; discussion</i>

## Learning objectives

- ❖ It is important for athletes to have an accurate picture of where they are in terms of their personal branding so that they can plan their future branding activities accordingly.
- ❖ A sports celebrity brand can be built with an appropriate branding plan.
- ❖ Strengthening the athlete's brand equity is important since it forms the basis of an athlete's commercial value from a consumer's point of view.
- ❖ Athletes can adapt their branding strategy to take full advantage of their different life/work phases.
- ❖ The athlete's brand can be commercialized in a number of ways to bring additional revenue to the athlete.
- ❖ A proper brand management strategy ensures that the athlete becomes and stays marketable.
- ❖ Legally protecting the athlete's sports brand ensures that potential revenues from the commercialization of such brand are enjoyed by the athlete as their lawful owner.

***Lesson delivery time: 180 minutes***

***Lecture delivery: 85 minutes***

***Activities: 85 minutes***

***Videos: 0 minutes***

***Wrap-up, questions & discussion: 10 minutes***

## Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module



## Female Athletes Financial & Life Skills Program

### FA Module 10 - Retirement from sports and post-sports career development

#### Key topic

Every athlete will retire from sport at some point. However, research shows that athletes are often unwilling to plan in advance for their life after sports. The transition to a post-sports career becomes even harder because most athletes don't have any previous work experience in a full-time job and may have missed out on education due to their sporting commitments. In order to avoid suddenly finding themselves in deep water, athletes need to plan ahead how they want their life after sports to be. In addition, we discuss how female athletes can become role models for younger female athletes and how they can drive sports growth by working in female sports.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Knowing when to retire from field-play</i>
3	<i>The last contract of the retiring athlete</i>
4	<i>Preparing in advance for retirement from sport</i>
5	<i>The psychology of retiring from sports at a fairly young age</i>
6	<i>Find a mentor</i>
7	<i>Work on your professional network</i>
8	<i>Entrepreneurship or employment</i>
9	<i>The world of work</i>
10	<i>Advantages and disadvantages of entrepreneurship</i>
11	<i>Business fundamentals for athlete entrepreneurs</i>
12	<i>Building the athlete's entrepreneurial team</i>
13	<i>Why athletes become great entrepreneurs</i>
14	<i>Sport entrepreneurship: Using your brand to build a business</i>
15	<i>Franchising</i>
16	<i>Online businesses as an option for a post-sports career</i>
17	<i>Social entrepreneurship: Think 'outside the box'</i>
18	<i>Be the female role model you would have wanted to have</i>
19	<i>Driving sports growth: Working in female sports</i>
20	<i>Lesson wrap-up, questions &amp; discussion</i>



## Learning objectives

- ❖ Athletes can transition their career to either being employed or by starting their own business. Any way they choose to proceed, they will need to discover who they are outside of sport.
- ❖ Throughout their professional career, athletes acquire a number of transferable skills, which can be applied in other areas of their lives including their careers after sport.
- ❖ Once you identify what you're passionate about, you should check what skills are needed and you should focus on building skills centered on that passion.
- ❖ Choose a mentor who can guide you in your post sports career.
- ❖ Networking can help you in your post-sports career; to find a job, start a business, or build clientele.
- ❖ There are two main ways of making money; employment and entrepreneurship. You should focus on choosing which of the two options aligns with your dreams and goals and which ultimately will make you happier.
- ❖ Over the past few years, pro-athletes have become a rising presence in the franchise world since franchising provides them with an easy option of transitioning into post-retirement.
- ❖ Social entrepreneurship is always an option for athletes
- ❖ You can make a difference by becoming a role-model for younger female athletes

***Lesson delivery time: 180 minutes***

***Lecture delivery: 90 minutes***

***Activities: 70 minutes***

***Videos: 10 minutes***

***Wrap-up, questions & discussion: 10 minutes***

## Materials given with purchase

- ❖ Access to teaching modules
- ❖ Downloadable presentations for each module
- ❖ Downloadable student workbooks for each module