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Money Smart Athletes*

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PROFESSIONAL ATHLETES PROGRAM

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PROFESSIONAL ATHLETES - MANAGING SPORTS, FAMILY AND FINANCES

The more mature years of sports professionals usually include marriage and children issues, along with the financial commitments and worries that come with them, estate and inheritance planning considerations, and the list goes on.

In this particular program we cover what we consider to be some of the more important issues faced by sports professionals and try to pinpoint what athletes should look for, so that they avoid the many pitfalls already experienced by older sports professionals.

Our Professional Athlete comprehensive program includes:

- Financial goal setting
- Building and maintaining a financial freedom plan
- Creating a career and life plan
- Managing family and finances

**PROFESSIONAL ATHLETES DON'T GET TOO MANY SHOTS
ON FINANCIAL SUCCESS. OUR COURSES GIVE THEM THE
TOOLS TO SECURE THEIR FINANCIAL FUTURE**

*This program is designed for Professional athletes who are
well into or near the end of their sports careers*



Fortunes are difficult to build but are easy to lose; this adage is particularly true in the case of sports professionals who need to preserve their hard-earned wealth and make proper provisions for their later low-earning or non-earning years.

In our program modules, we highlight a number of financial and life contingencies that athletes may face, both during their sports careers and beyond, as well as the measures that can be put in place to deal with and mitigate such contingencies

The core areas covered:

- The Challenges of an Athletic Career & Developing Financial & Life Skills for Success
- Financial Psychology
- Your Winning Team of Advisor
- Personal Financial Planning, Savings & Budgeting
- Banking, Credit and Debt
- Risk Management & Insurance
- Investments & Money Management
- The Economic Environment, Contracts & Taxes
- Commercializing your personal brand
- Retirement from Sport, Entrepreneurship & Business Fundamentals

Professional Athletes Financial & Life Skills Program

Program Components & Details

Total Teaching Hours: 24 hours

	Lesson Name	Lecture Duration (minutes)	Activities (minutes)	Wrap-Up (minutes)	Total Duration (hours)
PA 01	The challenges of an athletic career and developing financial & life skills for success	60	55	5	2
PA 02	Financial psychology	60	55	5	2
PA 03	Creating a winning team of advisors	50	62	8	2
PA 04	Personal financial planning & money management	115	110	15	4
PA 05	Banking, credit and debt	45	40	5	1,5
PA 06	Risk management and insurance	60	55	5	2
PA 07	Investments & creating long-term wealth	120	50	10	3
PA 08	The economic environment, contracts & taxes	70	40	10	2
PA 09	Building & commercializing the athlete's brand & NIL	85	80	15	3
PA 10	Retirement from sport and post-sport career development	80	10	10	2,5



Professional Athletes Financial & Life Skills Program

PA Module 01 - The challenges of an athletic career and developing financial and life skills for success

Key topic

This lesson goes over the challenges of an athletic career and discusses their parameters. It introduces athletes to the holistic model of athlete development and it also gives an overview of the financial and life skills that athletes will need to build in order to design, implement and project-manage their desired life plan. Furthermore, this lesson outlines the hard realities faced by athletes whether mental, emotional or financial, and offers guidance on how to build the necessary skills which will help athletes overcome life's hardships. We also discuss athlete wellbeing and engagement and we further explain how and why athletes become financially vulnerable and offer advice on the steps they need to take to create their life plan and safeguard their financial future.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The challenges of an athletic career</i>
3	<i>The professional athlete and sport integrity issues</i>
4	<i>The financial vulnerability of athletes</i>
5	<i>Common factors contributing to the financial failure of athletes</i>
6	<i>Building confidence is a prerequisite for a successful career</i>
7	<i>Athlete wellbeing is paramount to having both a successful career and life</i>
8	<i>The holistic model of athlete development as a solution to the challenges of being a professional athlete</i>
9	<i>The skills athletes need to design and project-manage a successful life plan</i>
10	<i>Overview of the financial and life skills program and how it helps professional athletes</i>
11	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ Realize that an athletic career comes with a number of challenges
- ❖ Become familiar with sport integrity issues they may have to deal with
- ❖ Understand the importance of building confidence
- ❖ Realize that their personal wellbeing is paramount to their success
- ❖ Understand how and why athletes are financially vulnerable
- ❖ Discover the steps athletes must take in order to hedge against financial vulnerability and thrive financially
- ❖ Be able to develop a greater career and life plan and project-manage it successfully
- ❖ Create readiness to succeed in life

Lesson delivery time: 120 minutes

Lecture delivery: 60 minutes

Activities: 48 minutes

Videos: 7 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



Professional Athletes Financial & Life Skills Program

PA 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 connected with it are heavily influenced 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 and identifying these desires will give 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 the sudden wealth phenomenon</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 & discussion</i>

Learning objectives

- ❖ Understand that our financial beliefs and behaviors are related to the general psychological principles of needs, wants and environmental influences.
- ❖ Realize that the financial behavior of athletes is influenced by family, society and culture.
- ❖ Become aware that our financial beliefs and resulting emotions usually direct our financial decisions and our spending and saving habits.
- ❖ Understand that financial behavior can change, once athletes recognize what constitutes bad financial behavior, understand their money personality and develop a strong set of financial skills.
- ❖ Seek proper help and support which will enable athletes to withstand societal pressures and expectations regarding their 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: 55 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



Professional Athletes Financial & Life Skills Program

PA Module 03 - Creating your winning team of advisors

Key topic

Athletes are advised to have a support circle in place, which will help them in the implementation and management of their financial and life plan. They first have to deal with fulfilling their sports career needs in terms of support, by having a mentor, an athlete mindset and performance coach, etc. Then, athletes need to become acquainted with how to assemble a competent financial team to help them design and implement their financial lives. There are important lessons to be learned from a number of athletes who have financially failed, and a common denominator often, is the trust athletes have placed in the wrong professionals. We have all heard of a number of cases, where lawyers, accountants, investment advisors, agents, etc., have defrauded athletes by advising them to invest in various potentially “high and fast profit” schemes. In some of cases, athletes not only lost the money they had invested, but also ended up being accused of tax fraud.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The complementary relationship between financial literacy and the athlete’s advisors</i>
3	<i>Selecting the most suitable advisors</i>
4	<i>Selecting a sports agent</i>
5	<i>A business manager is a necessity for professional athletes</i>
6	<i>A good attorney can protect you in a number of ways</i>
7	<i>Finding the right mentor</i>
8	<i>Protecting the sports professional from financial advisor improprieties and fraud</i>
9	<i>Seeking advisors with international expertise when pursuing an international sports career</i>
10	<i>Lesson wrap-up, questions & 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 selecting a good agent is critical to the success of your sports career.
- ❖ Each athletic career is a small business and a good business 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 victimized by financial mismanagement and investment fraud.

Lesson delivery time: 120 minutes

Lecture delivery: 50 minutes

Activities: 50 minutes

Videos: 12 minutes

Wrap-up, questions & discussion: 8 minutes

Materials given with purchase

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

Professional Athletes Financial & Life Skills Program

PA Module 04 - Personal financial planning & money management

Key topic

Personal financial planning is a lifelong process and athletes are guided through the specifics of it in this lesson. Athletes, just like everybody else, will be making financial decisions all their life; sometimes they will foresee situations and plan deliberately, sometimes, well, things just happen, and they will be forced to make instant decisions. Creating their financial game plan means making deliberate decisions now, that will allow them to get closer to their goals while reflecting the realities of being an 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>Athlete 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 & discussion</i>

Learning objectives

- ❖ Personal financial planning helps you design your financial future. The earlier you start, the better off you are.
- ❖ 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 creating a plan to get you there.
- ❖ Your personal financial plan should adhere to your personal values and mission, and it should reflect the legacy you want to leave behind.
- ❖ Needs refer to necessities. Wants refer 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: 110 minutes

Videos: 0 minutes

Wrap-up, questions & discussion: 15 minutes

Materials given with purchase

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

Professional Athletes Financial & Life Skills Program

PA Module 05 - Banking, credit and debt

Key topic

It is very important for athletes to develop an understanding about how banks work so that they can manage their banking to their best interest. Properly managed bank accounts can reduce expenses and protect the athletes' personal information. Making purchases on credit is a major part of everyday life, to the point that it is being frequently abused and may be transformed into excessive debt which is not manageable. By understanding 'good' and 'bad' debt, athletes will be able to utilize debt when and where it best suits their overall financial plan. In this lesson we present the basic banking operations that most closely relate to the athletes' needs and discuss the different banking risks associated with credit, debt, and credit history. Moreover, this lesson discusses the risks of loans and being in debt, as well as presents ways of keeping debt under control.

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

Learning objectives

- ❖ Understand the basic banking operations.
- ❖ Discover the risks associated with bad loans and collaterals.
- ❖ 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



Professional Athletes Financial & Life Skills Program

PA Module 06 - Risk management & insurance

Key topic

It is important for athletes to identify and manage potential risk as well as recognize different types of fraud so that they can take measures to protect themselves from such risks. 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. This lesson outlines the elements of risk and insurance. It also discusses the concepts associated with risk and insurance and offers advice as to how athletes can treat these elements at different points of their lives both within and outside of sport.

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</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 & inheritance planning</i>
11	<i>The risks and legal traps of gifting property to family</i>
12	<i>Lesson wrap-up, questions & 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 the 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 ransom and extortion insurance.
- ❖ An asset protection and an estate plan are a necessity for professional athletes to guarantee the preservation and protection of their wealth for a longer time horizon.
- ❖ Prenuptial and cohabitation agreements have a positive effect on the financial lives of athletes and they save them from future hardship.

Lesson delivery time: 120 minutes

Lecture delivery: 60 minutes

Activities: 55 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

Professional Athletes Financial & Life Skills Program

PA Module 07 - Investments & creating long-term wealth

Key topic

Bad investment decisions contribute greatly to the financial problems of professional athletes. Unfortunately, athletes 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 decisions for themselves, and control their emotional responses to risk and the market. In this lesson we go through the process of getting prepared to invest and we pinpoint what to look for and what the risks are. We also look into the importance of investment diversification and we go over real estate investing. Finally, we present the ‘Being Investment Prepared’ Checklist which will inform athletes whether they are investment- ready or not!

LESSON COMPONENTS	
1	<i>Introduction</i>
2	<i>Athletes and investment basics</i>
3	<i>Basic investment definitions & 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>Athlete investors – Understand your risk appetite</i>
8	<i>Your investment advisor</i>
9	<i>Types of investments</i>
10	<i>The stock market</i>
11	<i>The real estate market</i>
12	<i>Blockchain and crypto-assets</i>
13	<i>Investment diversification – do not put all your eggs in one basket</i>
14	<i>Becoming investment prepared</i>
15	<i>How should your income affect your investment choices</i>
16	<i>Structuring wealth in view of a short sports-career</i>
17	<i>Athlete investors: Good and bad investments</i>
18	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives

- ❖ The main reason why people invest is to see a return on their investment.
- ❖ In preparing to invest, you have to devise a consistent plan, you have to control your emotional responses to risk and the market, you have to always strive to see the big picture and you need to be aware of the characteristics of fraudulent investment schemes so that you can protect yourself.
- ❖ 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 trusted, reputable, and established professionals is important to your 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.
- ❖ Diversification means that you put your money into several different types of investments that are unlikely to all move in the same direction.
- ❖ 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: 120 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

Professional Athletes Financial & Life Skills Program

PA 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. Since athletes will be dealing with professional sports contracts, it is important that they know some basic information about contracts and 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 & contractual issues</i>
4	<i>Sports contracts</i>
5	<i>What is included in sports contracts</i>
6	<i>Taxes</i>
7	<i>Why are taxes levied & 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 & 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 most sports contracts are negotiated by sports agents, athletes should have a general knowledge of the contract terms and how they affect them and their 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: 70 minutes

Activities: 40 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

Professional Athletes Financial & Life Skills Program

PA Module 09 - Building & commercializing the athlete's brand name, image & 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, both 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 brand 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 sports advertising</i>
9	<i>Sports 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</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>Athletes who have successfully commercialized their brand</i>
16	<i>The new regime: Using blockchain, NFTs and smart contracts to promote the athletic brand</i>
17	<i>Lesson wrap-up, discussion & questions</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 substantial amounts of 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: 80 minutes

Videos: 0 minutes

Wrap-up, questions & discussion: 15 minutes

Materials given with purchase

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



Professional Athletes Financial & Life Skills Program

PA Module 10 - Retirement from sport & post-sports career development

Key topic

Professional athletes should be ready and prepared to do something meaningful and financially sustainable during their after-sports days. Even though professional athletes look forward to a long and successful career, they need to remember that a sports career has an expiration date and they need to work towards preparing for life after sports from day one. The transition to a post-sports career is usually difficult 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.

LESSON 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 business 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 & disadvantages of entrepreneurship</i>
11	<i>Business fundamentals for athlete entrepreneurs</i>
12	<i>Building the athlete's entrepreneurial team</i>
13	<i>Athletic entrepreneurship: Using your brand to build a business</i>
14	<i>Franchising</i>
15	<i>Internet based businesses as an option for a post-sports career</i>
16	<i>Social entrepreneurship: Athletes thinking 'outside the box'</i>
17	<i>Why athletes become great entrepreneurs</i>
18	<i>Lesson wrap-up, discussion & questions</i>

Learning objectives

- ❖ Identify your talents and passions outside of sport
- ❖ Understand the importance of preparing for life after sport
- ❖ Choose a mentor who can guide you in your post sports career
- ❖ Learn the pros and cons of entrepreneurship and employment
- ❖ Learn the basics of business and entrepreneurship
- ❖ Find out how to develop a good business plan and how to best utilize your network
- ❖ Discover ways to be entrepreneurially successful in your after sports days

Lesson delivery time: 150 minutes

Lecture delivery: 80 minutes

Activities: 60 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