



SFLA
EMPOWERING ATHLETES

**SPORTS
FINANCIAL
LITERACY
ACADEMY**

*Empowering
Money Smart Athletes*

www.moneysmartathlete.com

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SENIOR ACADEMY FINANCIAL & LIFE SKILLS PROGRAM

Our Senior Academy Level Program is designed to fulfill the **financial education** and **emotional needs** of athletes ages 15 to 18.

Through our Senior Academy Level courses, we want to make sure that athletes obtain a **basic financial understanding** along with the **life skills** that will help them:

- Realize that it is the small daily steps that build success
- Be able to juggle their academic and sports lives
- Get ready for college life
- Think about how they want to live their life and figure out how to accomplish it
- Create a circle of trustworthy people and professionals which will support them in different areas of their lives
- Learn basic, yet useful, financial concepts
- Be conservative with finances and be able to set a budget and follow it
- Realize that a sports career is usually a short one and in case they go professional they should prepare themselves for a second career

This program is designed for athletes ages 15-18



YOUTH EMPOWERMENT & FINANCIAL EDUCATION & SPORT PARENTING

The program's Youth Empowerment lessons explain concepts such as:

- Goal setting
- Cultivating self awareness
- Dealing with failure and developing resilience
- The compound effect of small daily steps
- The importance of one's attitude
- Being proactive and seizing opportunities
- Habits and discipline
- Choices and responsibility
- Navigating the NCAA recruitment process

It also it helps young athletes build **communication skills**, deal with **peer pressure** and negative influences, as well as prepare them for **post-university life** whether that is in professional sports or in any other field.

The core financial literacy areas covered are:

- Money concepts
- Needs and wants
- Savings and how money grows
- Spending habits and financial psychology
- Budgeting
- Banking
- Credit and debt
- The basics of personal financial planning
- Philanthropy
- Helping others and volunteer work

The curriculum includes presentations about the **sudden wealth phenomenon**, **financial setbacks**, **investments**, **risk management**, **building the sports personal brand and NIL**, **career development**, **entrepreneurship** and **business fundamentals**.





SPORT PARENTING

The Parents' modules guide parents in supporting their children with both **academics and sports**, they discuss how parents can prepare for the **financial challenges** of sending their children to college, and they include **personal financial planning concepts** for families with young and teenage children.

They also include presentations designed to help parents guide their children through college/university **recruitment** and enable them to make the **right decisions** for their future.

THE ROLE OF SPORTS ACADEMIES SHOULD BE EXPANDED TO A HOLISTIC MODEL OF ATHLETE DEVELOPMENT AND PROVIDE TRAINING FOR THEIR STUDENTS IN ESSENTIAL LIFE SKILLS





Senior Academy Financial & Life Skills Program – Years 15 to 18

Program Outline – 8 hours per year

Senior Academy Year 1 – Ages 15 – 16

Program Components and Details

Code	Description	Lecture delivery (minutes)	Activities & Videos (minutes)	Wrap-up (minutes)	Total (minutes)
SA-01	Parents – Supporting your child with academics and sports	25	30	5	60
SA-02	Parents – Financially preparing to send your kids to college	30	25	5	60
SA-03	Empowerment – NCAA recruitment criteria – Part 1	16	24	5	45
SA-04	Empowerment – NCAA recruitment criteria - Part 2	25	15	5	45
SA-05	Empowerment – Motivation, momentum, acceleration	25	15	5	45
SA-06	Empowerment – Powerful communication skills for success	35	20	5	45
SA-07	Financial Education – Athletes financial education: Dealing with the financial challenges & vulnerability of athletes	20	20	5	45
SA-08	Financial Education – The sudden wealth phenomenon, financial setbacks & coping with family and societal pressures	19	21	5	45
SA-09	Financial Education – Creating a winning team of advisors	24	16	5	45
SA-10	Financial Education - The economic environment & contracts	21	19	5	45



Senior Academy Financial & Life Skills Program – Years 15 to 18

Program Outline – 8 hours per year

Senior Academy Year 2 – Ages 16 – 17

Code	Description	Lecture delivery (minutes)	Activities (minutes)	Wrap-up (minutes)	Total (minutes)
SA-11	Parents – NCAA recruitment criteria	38	17	5	60
SA-12	Parents – How parents can help their children in the NCAA recruitment process	38	15	7	60
SA-13	Empowerment – Mastering the negative	28	12	5	45
SA-14	Empowerment – Continuous learning is an investment	20	20	5	45
SA-15	Empowerment – Navigating the NCAA recruitment process – Part 1	25	15	5	45
SA-16	Empowerment – Navigating the NCAA recruitment process – Part 2	23	17	5	45
SA-17	Financial Education – Taxes, salary caps and sports unions	25	15	5	45
SA-18	Financial Education – Investments: An overview	25	15	5	45
SA-19	Financial Education – Money management strategies	21	19	5	45
SA-20	Financial Education - Risk management and insurance	27	13	5	45

Senior Academy Financial & Life Skills Program – Years 15 to 18

Program Outline – 8 hours per year

Senior Academy Year 3 – Ages 17 – 18

Code	Description	Lecture delivery (minutes)	Activities (minutes)	Wrap-up (minutes)	Total (minutes)
SA-21	Parents – Money management for families	30	25	5	60
SA-22	Parents – The day after NCAA recruitment ends	33	20	7	60
SA-23	Empowerment – Preparing for college and being away from home	21	19	5	45
SA-24	Empowerment – Student athlete issues	30	10	5	45
SA-25	Empowerment – The skills athletes need to design and project manage their lives	22	18	5	45
SA-26	Empowerment – Create your personal success story: It is up to you	16	24	5	45
SA-27	Financial Education – How people prepare to invest	26	14	5	45
SA-28	Financial Education – Brand building and NIL	25	15	5	45
SA-29	Financial Education – Your life plan and career development	22	18	5	45
SA-30	Financial Education – Business fundamentals & entrepreneurship	23	17	5	45



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 01 – Year 1 - Parents Lesson 1 Supporting your child with academics & sports

Key topic

It's a different ball game when it comes to raising young adults and facilitating their transition from playing sports for fun, to playing sports in pursuit of something bigger. Facts dictate that it's very difficult to achieve a collegiate or professional sporting career, so this lesson explains that parents and students should realize this fact and prepare for a dual career, while also preparing for the financial aspect of making the transition from high school to college.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The importance of a dual career</i>
3	<i>Academics and sports combined</i>
4	<i>Sporting approach for young adults</i>
5	<i>Understanding your impact in the sport experience</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for parents

- ❖ Understand the importance of combining sports and academics
- ❖ Come up with ways to improve your participation in your kids' academic lives
- ❖ Develop proper habits for approaching your kids' sporting lives
- ❖ Create conditions that will allow your kids to have alternatives when deciding for their future

Lesson delivery time: 60 minutes

Lecture delivery: 25 minutes

Activities: 25 minutes

Videos: 5 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 60 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks

Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 02 – Year 1 - Parents Lesson 2 Financially preparing to send your kids to college

Key topic

This lesson is purely dedicated to the financial aspect and realities of sending your kids to college. College tuition and accommodation are not cheap, which is why it is important to be aware of all the associated costs and requirements. Moreover, you need to know what your options are and how you can financially prepare to send your young ones to college. Student loans are only an option and there are different alternatives which you need to be aware of, long before the college application deadlines.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Financial realities of higher education</i>
3	<i>College fees & tuition</i>
4	<i>Living expenses</i>
5	<i>Alternative ways of funding university studies</i>
6	<i>Prepare your children to handle their finances</i>
7	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for parents

- ❖ Understand the process of NCAA recruiting Prospective Student Athletes
- ❖ Be prepared to incorporate all academic requirements in your children's academics
- ❖ Develop proper habits to follow the NCAA rules and avoid violations
- ❖ Discover the importance of amateurism in the recruiting process
- ❖ Create conditions that will allow your children to be eligible for collegiate sports

Lesson delivery time: 60 minutes

Lecture delivery: 30 minutes

Activities: 18 minutes

Videos: 7 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 60 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 03 – Year 1 - Empowerment Lesson 1 NCAA recruiting criteria – Part 1

Key topic

This is part 1 of a two-part brief guide taken from the official NCAA website in order to acquaint athletes with basic information on the process of recruiting. Today we will take a look at the recruitment process and we will detail the different steps in that process. We will then examine the recruiting terms and conditions along with all their demands on behalf of recruiter and recruited. Please note that a similar lesson will be delivered to your parents in order to assist you in this process. Navigating all the NCAA regulations, stipulations and requirements is not an easy task, and you should be really careful not to jeopardize your eligibility if you want have a chance to compete at the collegiate level.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The process of recruiting</i>
3	<i>Recruiting terms and conditions</i>
4	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the process of NCAA recruiting Prospective Student Athletes
- ❖ Understand the different steps in the process
- ❖ Realize the importance of upholding the terms and condition

Lesson delivery time: 45 minutes

Lecture delivery: 16 minutes

Activities: 15 minutes

Videos: 9 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 04 – Year 1 - Empowerment Lesson 2 NCAA recruitment criteria – Part 2

Key topic

This is the second lesson we will be devoting to the recruiting criteria of the NCAA. It is important that you familiarize yourself with these criteria to be able to cope with the recruitment process. We will start with our recruiting guide and then move to explore Academic qualifications which can be rather confusing. The last thing we will explore will be the controversial amateurism criterion, the changes that took place in the summer of 2021 and how they affect you.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Recruiting guide</i>
3	<i>Academic qualifications</i>
4	<i>Amateurism</i>
5	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Plan on incorporating all academic requirements in your high school life
- ❖ Understand how to follow the NCAA rules and avoid violations
- ❖ Discover the vitality of amateurism in the recruiting process
- ❖ Create and sustain the conditions that will allow you to be eligible for collegiate sports

Lesson delivery time: 45 minutes

Lecture delivery: 25 minutes

Activities: 12 minutes

Videos: 3 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 05 – Year 1 - Empowerment Lesson 3 Motivation, momentum, acceleration

Key topic

This lesson will guide students through the specifics of motivation, underlining the importance and use of motivation both in sports and in life. Students will learn different techniques to motivate themselves, as well as learn how they can utilize these techniques to motivate others as well.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Explaining motivation</i>
3	<i>Motivation for young athletes</i>
4	<i>Goal setting as part of the acceleration process</i>
5	<i>Gaining momentum in sports and in life</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the concept of motivation
- ❖ Understand motivation in the context of sports
- ❖ Appreciate the importance of motivation in goal setting
- ❖ Discover how to motivate yourself and others around you
- ❖ Recognize the importance of motivation and momentum in sports and in life

Lesson delivery time: 45 minutes

Lecture delivery: 25 minutes

Activities: 10 minutes

Videos: 5 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 06 – Year 1 - Empowerment Lesson 4 Powerful communication skills for success

Key topic

This is a very important lesson in learning the true power of good communication, its components and types, as well as how it can be used best to your benefit. We will discuss how communication can be developed and explore the interplay between listening and speaking.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>What is communication?</i>
3	<i>The importance of good/effective communication</i>
4	<i>Acquiring effective communication skills</i>
5	<i>Effective listening leads to effective speaking</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the concept of effective communication, its components and sources
- ❖ Discover how to distinguish effective vs non-effective communication
- ❖ Recognize what to avoid in your communication with others
- ❖ Figure out ways to communicate effectively

Lesson delivery time: 45 minutes

Lecture delivery: 35 minutes

Activities: 12 minutes

Videos: 8 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 07 – Year 1 - Financial Education Lesson 1 Athletes and financial education: Dealing with the financial challenges and vulnerability of athletes

Key topic

This lesson outlines the hard realities faced by athletes who are inadequately prepared to safeguard their financial future. Since for most of you here, the dream is a professional career in sports, in this lesson we explain how and why athletes are financially vulnerable. We also go through the financial challenges that athletes face and guide you through the steps you need to take in order to ensure your long-term financial wellbeing.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The financial challenges of professional athletes</i>
3	<i>The financial vulnerability of athletes</i>
4	<i>Practice makes perfect</i>
5	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand how and why athletes are financially vulnerable
- ❖ Develop a plan to avoid being financially vulnerable
- ❖ Discover the steps you must take in order to deal with financial challenges
- ❖ Be ready to succeed financially

Lesson delivery time: 45 minutes

Lecture delivery: 20 minutes

Activities: 0 minutes

Videos: 20 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 08 – Year 1 -Financial Education Lesson 2 The sudden wealth phenomenon, financial setbacks & coping with family and societal pressures

Key topic

This lesson discusses the implications related with the sudden wealth of professional athletes and how they can deal with such a situation in order to avoid financial risks. We explain how athletic traits can be utilized to safeguard financial stability and sustainability and we also offer suggestions on how to deal with outside pressure and financial expectations from the athlete’s close circle.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Sudden wealth</i>
3	<i>Dealing with financial setbacks</i>
4	<i>Dealing with societal and other external pressures</i>
5	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the concept of the sudden wealth phenomenon
- ❖ Realize that you can use your sports skills to deal with financial setbacks
- ❖ Discover how to cope with outside pressure and financial expectations from others

Lesson delivery time: 45 minutes

Lecture delivery: 19 minutes

Activities: 15 minutes

Videos: 6 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 09 – Year 1 - Financial Education Lesson 3 Creating a winning team of advisors

Key topic

A championship team, in sports, business, or personal finances requires the help of different experts in order to be fully functional and successful. Just like your team has coaches, assistants, scouts, video analysts, trainers, doctors and so on, a financial/business team of a professional athlete should consist of certain professionals who can guide and help the athlete succeed financially and businesswise as well.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Selecting the most suitable advisors</i>
3	<i>Choosing your agent</i>
4	<i>Your business manager is fundamental to your success</i>
5	<i>A good attorney can protect you in a number of ways</i>
6	<i>Finding advisors with international expertise</i>
7	<i>Protecting the sports professional from financial advisor improprieties</i>
8	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the different types of professionals that can help you succeed
- ❖ Develop a plan on what to look for in each professional in your winning team
- ❖ Discover how to approach the selection process
- ❖ Appreciate the degree of control you need to maintain over your team
- ❖ Learn to recognize red flags in behavior, proposals and recommendations

Lesson delivery time: 45 minutes

Lecture delivery: 24 minutes

Activities: 10 minutes

Videos: 6 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 10 – Year 1 - Financial Education Lesson 4 The economic environment & contracts

Key topic

This is a comprehensive guide on issues that directly and indirectly affect earnings, hence should be weighed in, for any financial decision. We will go over the details pertaining to contracts and we will try to explain them as simply as possible. We will also discuss certain macroeconomic concepts and how they affect our financial lives. Macroeconomic concepts are broad economic indicators used by economists and analysts, such as unemployment levels, balance of trade, GDP and so on. The aim is to enable you to use information that you hear from news outlets and elsewhere regarding the economy and understand on a basic level at least, how it affects you.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Macroeconomic factors that affect financial decisions</i>
3	<i>Contracts</i>
4	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the different types of economic circumstances that affect your decisions
- ❖ Learn how the economy in general has an effect on your income and your finances
- ❖ Understand how the labor market works
- ❖ Develop a good understanding on how sport contracts work

Lesson delivery time: 45 minutes

Lecture delivery: 21 minutes

Activities: 15 minutes

Videos: 4 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 11 – Year 2 - Parents Lesson 1 NCAA recruiting criteria

Key topic

This is a brief guide, parts of which are taken directly from the NCAA official website in order to acquaint parents and athletes with basic information on the process of recruiting. Both parents and athletes should focus on the process of registering and applying for eligibility, as well as understand the information on academic eligibility and amateurism. Everyone should pay attention to dates and definitions, so that there will be no need to worry about any violations on anyone's part.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The process of recruiting in a nutshell</i>
3	<i>Useful recruiting terms</i>
4	<i>Recruiting guide</i>
5	<i>Academic qualifications/eligibility</i>
6	<i>Amateurism</i>
7	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for parents

- ❖ Understand the process of NCAA recruiting Prospective Student Athletes
- ❖ Plan ways to incorporate all academic requirements in your children's academics
- ❖ Develop proper habits to follow the NCAA rules and avoid violations
- ❖ Discover the importance of amateurism in the recruiting process
- ❖ Create conditions that will allow your children to be eligible for collegiate sports

Lesson delivery time: 60 minutes

Lecture delivery: 38 minutes

Activities: 5 minutes

Videos: 12 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 60 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 12 – Year 2 - Parents Lesson 2 How parents can help their children in the NCAA recruitment process

Key topic

Parents and athletes going into the recruitment process are a team, where the athletes should get the MVP vote from the get-go. This lesson explains how parents should facilitate the recruitment process and be of help, with a clear focus on the things they can control and should process, during the last two years of the athletes' high school careers.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>It's time for parents to become All-Stars</i>
3	<i>Eligibility checklist for parents</i>
4	<i>Do's and Don'ts for parents in the recruitment process</i>
5	<i>Amateurism</i>
6	<i>Dealing with the emotional roller coaster of recruitment</i>
7	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for parents

- ❖ Understand your role as parents in the NCAA recruiting process
- ❖ Become prepared to incorporate all academic requirements in your children's academics
- ❖ Develop proper habits to follow the NCAA rules and avoid violations
- ❖ Discover the importance of amateurism in the NCAA recruiting process
- ❖ Create conditions that will maximize your kids' potential and opportunity to become NCAA student athletes

Lesson delivery time: 60 minutes

Lecture delivery: 38 minutes

Activities: 15 minutes

Videos: 0 minutes

Wrap-up, questions & discussion: 7 minutes

Total: 60 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks

Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 13 – Year 2 - Empowerment Lesson 1 Mastering the negative

Key topic

In this lesson we discuss what could be a bad and negative influence on you, your life and your quest for self-improvement. We will also look into the roots and origin of such influences. We will then return to the topic of peer pressure that we addressed in previous lessons and go into it in more detail. In addition, we will discuss how to deal with negative influences and how to prepare yourself for owning who you are and what you need to do to achieve your goals.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The sources of negative influence and peer pressure</i>
3	<i>The media effect</i>
4	<i>How to deal with negative influences</i>
5	<i>How to deal with peer pressure</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives students

- ❖ Understand the sources of negative influences
- ❖ Recognize how to avoid negative influences
- ❖ Change the way you view information from the media on pro-athletes
- ❖ Find ways to combat peer pressure

Lesson delivery time: 45 minutes

Lecture delivery: 28 minutes

Activities: 5 minutes

Videos: 7 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 14 – Year 2 - Empowerment Lesson 2 Continuous learning is an investment

Key topic

This lesson will try to equip you with all the information you need regarding continuous learning, how it can help you, and why it is important to you. You will receive information on the benefits to individuals and groups and you will also learn the importance of investing in yourself.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The importance of continuous learning</i>
3	<i>Types of continuous learning</i>
4	<i>Benefits of continuous learning</i>
5	<i>Invest in yourself</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the concept of continuous learning
- ❖ Incorporate continuous learning into your life
- ❖ Develop proper understanding of the benefits associated with continuous learning
- ❖ Discover the importance of investing in yourself
- ❖ Create conditions that will allow you to target specific self-investment opportunities

Lesson delivery time: 45 minutes

Lecture delivery: 20 minutes

Activities: 15 minutes

Videos: 5 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 15 – Year 2 - Empowerment Lesson 3 Navigating the NCAA recruitment process - Part 1

Key topic

We have already explored some general information regarding the NCAA recruiting criteria and the initial steps of the process. Today and for the next lesson we will return to the NCAA and specifically, focus on the recruitment process. Athletes going into the recruitment process should have all the necessary information to handle the requirements of the NCAA regulations, as well as the things not evident to those with no prior experience in this process. This lesson explains how athletes should approach the recruitment process, with a clear focus on the things they can control, and with the right mindset to achieve their goals.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>It's time for you to be the team MVP</i>
3	<i>The recruitment process</i>
4	<i>Eligibility checklist</i>
5	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand your role in the recruitment process
- ❖ Plan ways to incorporate all academic requirements in your academics
- ❖ Develop proper habits to follow the NCAA rules and avoid violations
- ❖ Create conditions that will maximize your potential and opportunity to become an NCAA student athlete.

Lesson delivery time: 45 minutes

Lecture delivery: 25 minutes

Activities: 15 minutes

Videos: 0 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 16 – Year 2 - Empowerment Lesson 4 Navigating the NCAA recruitment process - Part 2

Key topic

This is the second and final lesson of our two-part lecture on the NCAA Recruitment process. During the previous lesson, we discussed some of the factors that will play a role in the recruitment process and explore the Eligibility Checklist. Today we will focus on three other things. First, we will look into the Do's and Don'ts of the Recruitment process; second, we will revisit the Amateurism criterion as it is extremely important, and third, we will look into the emotions associated with the final decision, whether you are recruited or not.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Do's and Don'ts in the recruitment process</i>
3	<i>Amateurism</i>
4	<i>Dealing with the emotional rollercoaster</i>
5	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Find out what to pursue and what to avoid in order to maximize your chances of being accepted in collegiate sports
- ❖ Appreciate the importance of amateurism in the recruitment process
- ❖ Anticipate the emotions that will accompany the final decision in connection with recruitment

Lesson delivery time: 45 minutes

Lecture delivery: 23 minutes

Activities: 15 minutes

Videos: 2 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 17 – Year 2 - Financial Education Lesson 1 Taxes, salary caps & sports unions

Key topic

Today's lesson will focus on three things: taxes, salary caps and collective bargaining agreements in the United States. Specifically, we will focus on the different types of taxes and how they affect sports professionals, the salary caps which exist in most sports and major leagues in the US, and information on the process of collective bargaining agreements. Collective bargaining agreements relate to negotiations between the athletes' unions and the leagues.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Taxes</i>
3	<i>Types of taxes</i>
4	<i>Taxes and sports contracts abroad</i>
5	<i>Salary caps in the United States</i>
6	<i>Sports employment and collective bargaining agreements</i>
7	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Learn what taxes are and how they work
- ❖ Discover the different types of taxes and how they apply to sports contracts both locally and abroad
- ❖ Understand Salary Caps
- ❖ Find out how collective bargaining agreements affect sports employment

Lesson delivery time: 45 minutes

Lecture delivery: 25 minutes

Activities: 10 minutes

Videos: 5 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 18 – Year 2 - Financial Education Lesson 2 Investments: An overview

Key topic

In this lesson we give students an overview of investments. Students will get information on basic concepts and definitions, as well as the different types of investments that exist.

Moreover, we will examine risk, what it means and how it affects investment decisions and choices.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Why people invest</i>
3	<i>Basic investment definitions and concepts</i>
4	<i>Risk</i>
5	<i>Investment types</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Appreciate the motives behind investing
- ❖ Understand the basics of investments
- ❖ Understand the different types of investments
- ❖ Discover the risks associated with investments

Lesson delivery time: 45 minutes

Lecture delivery: 25 minutes

Activities: 12 minutes

Videos: 3 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 19 – Year 2 - Financial Education Lesson 3 Money management strategies for athletes

Key topic

In this lesson we are preparing you for your financial lives whether you become professional athletes or not. Throughout the lesson we stress the necessity of learning, adopting and practicing good money management habits from day one of your career. The most important money management habits to adopt are those of living within your means while at the same time creating alternative sources of income through investing.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The importance of money and developing a strong set of financial skills</i>
3	<i>Budgeting and its importance</i>
4	<i>Money management strategies</i>
5	<i>Money management tips</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objective for students

- ❖ Understand that financial success necessitates good money management habits
- ❖ Develop good money management skills
- ❖ Learn to avoid bad money habits

Lesson delivery time: 45 minutes

Lecture delivery: 21 minutes

Activities: 10 minutes

Videos: 9 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 20 – Year 2 - Financial Education Lesson 4 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 student 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 how to protect yourself</i>
3	<i>Basic insurance categories</i>
4	<i>Insurance for sports professionals</i>
5	<i>Choosing the right insurance agent</i>
6	<i>Protecting your NIL from unauthorized use</i>
7	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the different types of risks and insurance
- ❖ Develop a good understanding of the process and outcome of these elements
- ❖ Discover how to treat risks and insurance in your life both on and off the field
- ❖ Protect your NIL from being used by unauthorized parties and the steps you need to take to prevent that

Lesson delivery time: 45 minutes

Lecture delivery: 27 minutes

Activities: 10 minutes

Videos: 3 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 21 – Year 3 - Parents Lesson 1 Money management for families

Key topic

Today's lesson is all about money management for families. Through this lesson we hope to provide you with some ideas on how to achieve financial well-being. We will discuss the importance of money and financial skills, provide some ideas about money management strategies and some tips for dos and don'ts. We will also discuss the possibility of financial setbacks and how to deal with them.

	LESSON PROGRAM & COMPONENTS
1	<i>Introduction</i>
2	<i>The importance of money and developing a strong set of financial skills</i>
3	<i>Budgeting and its importance</i>
4	<i>Money management strategies for families</i>
5	<i>Money management tips: Dos and Don'ts</i>
6	<i>Dealing with financial setbacks</i>
7	<i>Lesson Wrap-up, Questions & Discussion</i>

Learning objectives for parents

- ❖ Understand the true importance of money and financial education
- ❖ Learn about basic money management strategies
- ❖ Familiarize yourselves with some dos and don'ts for sound money management
- ❖ Learn how to face and deal with financial setbacks

Lesson delivery time: 60 minutes

Lecture delivery: 30 minutes

Activities: 15 minutes

Videos: 10 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 60 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks

Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 22 – Year 3 - Parents Lesson 2
The day after NCAA recruitment ends

Key topic

Families, parents and student-athletes need to be prepared for whatever the NCAA recruiting outcome is. This presentation shows how important it is to have options and what these options are. It also discusses social issues that are raised accordingly in each scenario. The lesson is essentially divided in the three possible scenarios: going to college to play sports, going to college but not to compete in sports, and not going to college at all.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The day after NCAA recruiting ends</i>
3	<i>The checklist of my athlete going to college to play sports</i>
4	<i>My athlete is in college, but not in college sports</i>
5	<i>My athlete is not in college at all</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for parents

- ❖ Understand your role as parents in the transition from high school to college
- ❖ Develop the appropriate approach to deal with any possible outcome of the recruiting process
- ❖ Discover the importance of preparation for life past high school sports
- ❖ Create the conditions that will help your kids maximize the opportunities that they will have in life

Lesson delivery time: 60 minutes

Lecture delivery: 33 minutes

Activities: 20 minutes

Videos: 0 minutes

Wrap-up, questions & discussion: 7 minutes

Total: 60 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 23 – Year 3 - Empowerment Lesson 1

Preparing for college: Common challenges and going away from home

Key topic

Today we will discuss the transition from high school to college; addressing some of the challenges and some of the issues that you need to be aware of and prepared for. Before going to college there is substantial prep work to be done in order to make the transition as smooth as possible. We will also discuss some of the common challenges that new students face, before zooming in on two issues: going away from home for the first time and managing your finances now that you will be on your own.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Common challenges faced by freshmen</i>
3	<i>College preparations: Alleviating the stress</i>
4	<i>Going away from home</i>
5	<i>Managing your finances</i>
6	<i>Lesson Wrap up</i>

Learning objectives for students

- ❖ Be aware of some of the research and preparation that you'll need to do before going to college
- ❖ Be prepared of some of the challenges you are about to face
- ❖ What it means to leave home for the first time
- ❖ Put your knowledge to the test and manage your finances efficiently

Lesson delivery time: 45 minutes

Lecture delivery: 21 minutes

Activities: 10 minutes

Videos: 9 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 24 – Year 3 - Empowerment Lesson 2

Student-athlete issues

Key topic

So far, we have focused on the challenges of preparing for college and provided some tips and advice regarding college preparation. Now, we will turn our attention to the issues pertinent to the life of the student-athlete specifically, as it is undoubtedly different than that of other college students. We will discuss the common challenges student-athletes face, the ethical dilemmas that student-athletes will face, the importance of psychological and physiological well-being and the important decision of choosing an academic major.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Walking time bombs: Common challenges of student-athletes</i>
3	<i>Ethical dilemmas</i>
4	<i>Healthy body – healthy mind</i>
5	<i>Student athlete decisions: Choosing your academic major</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the challenges you might face in college
- ❖ Develop proper habits to take care of your body and mind
- ❖ Be prepared to deal with the ethical dilemmas student-athletes face
- ❖ Realize that choosing an academic major is an important and multidimensional decision

Lesson delivery time: 45 minutes

Lecture delivery: 30 minutes

Activities: 10 minutes

Videos: 0 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 25 – Year 3 - Empowerment Lesson 3 The skills athletes need to design and project manage their lives

Key topic

Today’s lesson will focus on the skills athletes need to design and manage their life plan. For many of you **The Dream and Goal** is to become professional athletes. Turning pro can thus be a dream come true. However, if not properly managed—all the traps and pitfalls— it can turn into a nightmare. We will begin with an overview of those skills and then zoom in on emotional strength and its importance. We will then give you some tips on how you can develop your emotional strength and contextualize emotional strength in sports. We will finish by listing some tips on how to try and ensure your long-term happiness and success.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>The skills athletes need to design and project-manage their life plan</i>
3	<i>Emotional strength and resilience</i>
4	<i>Emotional strength in sports</i>
5	<i>The key to success lies in your off-pitch performance and behavior</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the skills athletes need to succeed in life
- ❖ Familiarize yourself with the concept of emotional strength and what you can do to achieve emotional strength
- ❖ Understand how emotional strength applies in the context of sports
- ❖ Learn how adjusting your attitude, approach and behavior will set the right framework for success

Lesson delivery time: 45 minutes

Lecture delivery: 22 minutes

Activities: 10 minutes

Videos: 8 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 26 – Year 3 - Empowerment Lesson 4 Create your personal success story: It's up to you!

Key topic

In this lesson you will find out what exactly constitutes a success story and what you need to do to get there; or better yet, what kind of attitude you need. We will go over the details of how to determine and create success, as well as suggestions on things you need to focus on when creating your success story. It is also important to understand how to compensate for any weaknesses, past mistakes and failures by using them as lessons towards your future success.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Determine what success means to you</i>
3	<i>Create success</i>
4	<i>Go past the failures</i>
5	<i>Create your own personal success story</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the concept of personal success
- ❖ Come up with ways to become successful
- ❖ Create conditions to utilize past failures and turn them into success
- ❖ Find the way to construct your own success story

Lesson delivery time: 45 minutes

Lecture delivery: 16 minutes

Activities: 10 minutes

Videos: 14 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks

Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 27 – Year 3 - Financial Education Lesson 1 Preparing to invest

Key topic

In this lesson we will go through the process of getting prepared to invest and we will pinpoint what to look for and what the risks are. We will also look into the importance of investment diversification and we will go over real estate investing. At the end of the lesson, we will present the 'Being Investment Prepared' Checklist which will give you an idea as to when you will be ready to start investing.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Preparing to invest</i>
3	<i>Be careful of investment fraud</i>
4	<i>How investments work</i>
5	<i>The real estate market</i>
6	<i>Investment diversification – Do not put all your eggs in one basket</i>
7	<i>Becoming investment prepared</i>
8	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Develop a good understanding of the process and outcome of investing
- ❖ Be aware of fraudulent investment schemes and advisors
- ❖ Learn all about investment diversification
- ❖ Understand the basics of investing in the real estate market

Lesson delivery time: 45 minutes

Lecture delivery: 26 minutes

Activities: 10 minutes

Videos: 4 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 28 – Year 3 - Financial Education Lesson 2 Brand building, name, image & likeness

Key topic

This lesson treats you as a professional athlete who needs to know and understand the importance of building a personal brand for yourself and nurturing it to the point that it has commercial value and can actually bring you revenues. Once that is accomplished, we explain how to treat the rights to your name, image and likeness (NIL) in order to protect it and become financially successful. We will also look at successful cases of NIL monetization such as David Beckham and Shaquille O’Neal.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Building the athlete’s brand (Name, Image & Likeness)</i>
3	<i>Brand equity and its components</i>
4	<i>Adapting the brand strategy to career changes</i>
5	<i>The commercial use and monetization of NIL</i>
6	<i>Managing the athlete’s NIL</i>
7	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Understand the importance of building your NIL
- ❖ Develop a good understanding of the process of building your NIL
- ❖ Discover ways to utilize your NIL commercially
- ❖ Understand how to protect your NIL

Lesson delivery time: 45 minutes

Lecture delivery: 25 minutes

Activities: 8 minutes

Videos: 7 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks

Senior Academy Financial & Life Skills Program – Years 15 to 18

SA Module 29 – Year 3 - Financial Education Lesson 3 Your life plan and career development

Key topic

You should be ready and prepared to do something meaningful and financially sustainable during your after-sports days, whether that is when you finish high school or college or when you will be retiring from a professional sports career. If you go professional, hopefully it will be a long, joyful and successful career, but every day you should remember that it has an expiration date and that you should work towards preparing for life after sports from day one. This lesson is a short guide on how to do it.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Your passions & talents outside of sport</i>
3	<i>The world of work</i>
4	<i>Find a mentor</i>
5	<i>Work on your network</i>
6	<i>Entrepreneurship vs employment</i>
7	<i>The advantages and disadvantages of entrepreneurship</i>
8	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Identify your passions and talents outside of sport
- ❖ Understand the importance of preparing for life after sports
- ❖ Learn the pros and cons of entrepreneurship and employment
- ❖ Find ways to succeed outside of sport

Lesson delivery time: 45 minutes

Lecture delivery: 22 minutes

Activities: 10 minutes

Videos: 8 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
- ❖ Access to students' modules and teacher's notes
- ❖ Downloadable presentations for parents' modules
- ❖ Downloadable presentations for students' modules
- ❖ Downloadable workbooks



Senior Academy Financial & Life Skills Program – Years 16 to 18

SA Module 30 – Year 3 - Financial Education Lesson 4 Business fundamentals & entrepreneurship

Key topic

Knowing the basics of business is quite helpful even if your decision is not to follow entrepreneurship. We began our discussion on entrepreneurship in a previous lesson and focused on a comparison of entrepreneurship and regular employment. In this lesson, we will try to give you the fundamentals of entrepreneurship as well as focus on a number of business alternatives which are preferred by athletes as a post sports career entrepreneurial endeavor.

LESSON PROGRAM & COMPONENTS	
1	<i>Introduction</i>
2	<i>Business fundamentals</i>
3	<i>Franchising as a business option</i>
4	<i>Online businesses as a career option</i>
5	<i>Social entrepreneurship</i>
6	<i>Lesson wrap-up, questions & discussion</i>

Learning objectives for students

- ❖ Learn the basics of business and entrepreneurship
- ❖ Find out how to develop a good business plan based on what you want, what you can do and the network around you
- ❖ Discover ways to be entrepreneurially successful
- ❖ Learn about social entrepreneurship, franchising and e-commerce

Lesson delivery time: 45 minutes

Lecture delivery: 23 minutes

Activities: 0 minutes

Videos: 17 minutes

Wrap-up, questions & discussion: 5 minutes

Total: 45 minutes

Materials given with purchase

- ❖ Access to parents' modules
 - ❖ Access to students' modules and teacher's notes
 - ❖ Downloadable presentations for parents' modules
 - ❖ Downloadable presentations for students' modules
 - ❖ Downloadable students' workbooks