

Employment background

Adecco started working in Spain and Italy providing placement support to Olympic Athletes

Adecco began developing Career Training personalized for elite athletes

IOC and Adecco Launched the IOC ACP

IPC and Adecco Launched the IPC ACP

Programme expanded to 3 pillars

1999 - 2004

2005

2006

2007

2008

2009

2010

> 5,000 Athletes participated during the first four years (IOC and IPC)

1st IOC Athletes Forum and then the 2nd IOC Athletes Forum identified the need to support athletes transition to the labour market

IOC Athlete Commission forums continued to focus and lead transition efforts

Employment

- **Career development**
- **Job placement.**
- **Raise Awareness (Companies & Sponsors)**

Career Development

- Combination of Industry leadership content of Adecco ... personalized for the Athlete community
- Personalized programme .. enable athletes to understand, develop, implement and communicate their unique skills to the business world.
- Combination of Group and One-on-one activities.
- Highly interactive and Time sensitive exercises personalized for athletes.
- Motivate a change

Perspective

SPORT

ABILITY - RESULTS

Building Blocks
for success

Core training strength
Selecting coaches
Competition
Technical training
Practice

Transition from Sport

IOC ACP

Building Blocks
for success







Workshop Examples

- **The Game Plan:** This session is designed to help an athlete identify a career direction and create a game plan to achieve it. There are a number of simple exercises that are used to help athletes do some self reflection on who they are as an athlete and transition what drives them on the field of play into the job market. The workshop focuses on an athlete's Interests, skills, characteristics and needs.
- **Building your team:** This workshop builds on communication and provides network training. As an athlete, they are typically at the height of their brand recognition. But are athletes leveraging this time to build a valuable team around them to help them be successful in business; similar to their support team in sport. In this workshop we go through live roll plays and training on how to improve and networking tips to improve a team crossing sport and business.
- **Your CV:** This is a structured training session on how to write a resume / CV and draw on the strengths athletes have demonstrated on the field of play. It is best to deliver this session after the completion of the Game Plan.
- **Interviewing:** This session focuses on strategies to succeed in an interview process. This session should also be delivered after the Game Plan session. The networking would also be a good pre course but not needed.

Younger Athletes

- **Networking** (Communication tips and the value of developing a “team” through networking)
- **Game Plan** (Common traits, interests, skills that cross Education, Sport, and Career)
- **Awareness of Jobs** that cross the sport industry and the balance of the Careers
- Introduce **simple concepts** and awareness in an “fun” interactive session that allows some self awareness.

Jobs // Careers - Awareness

Olympic Movement

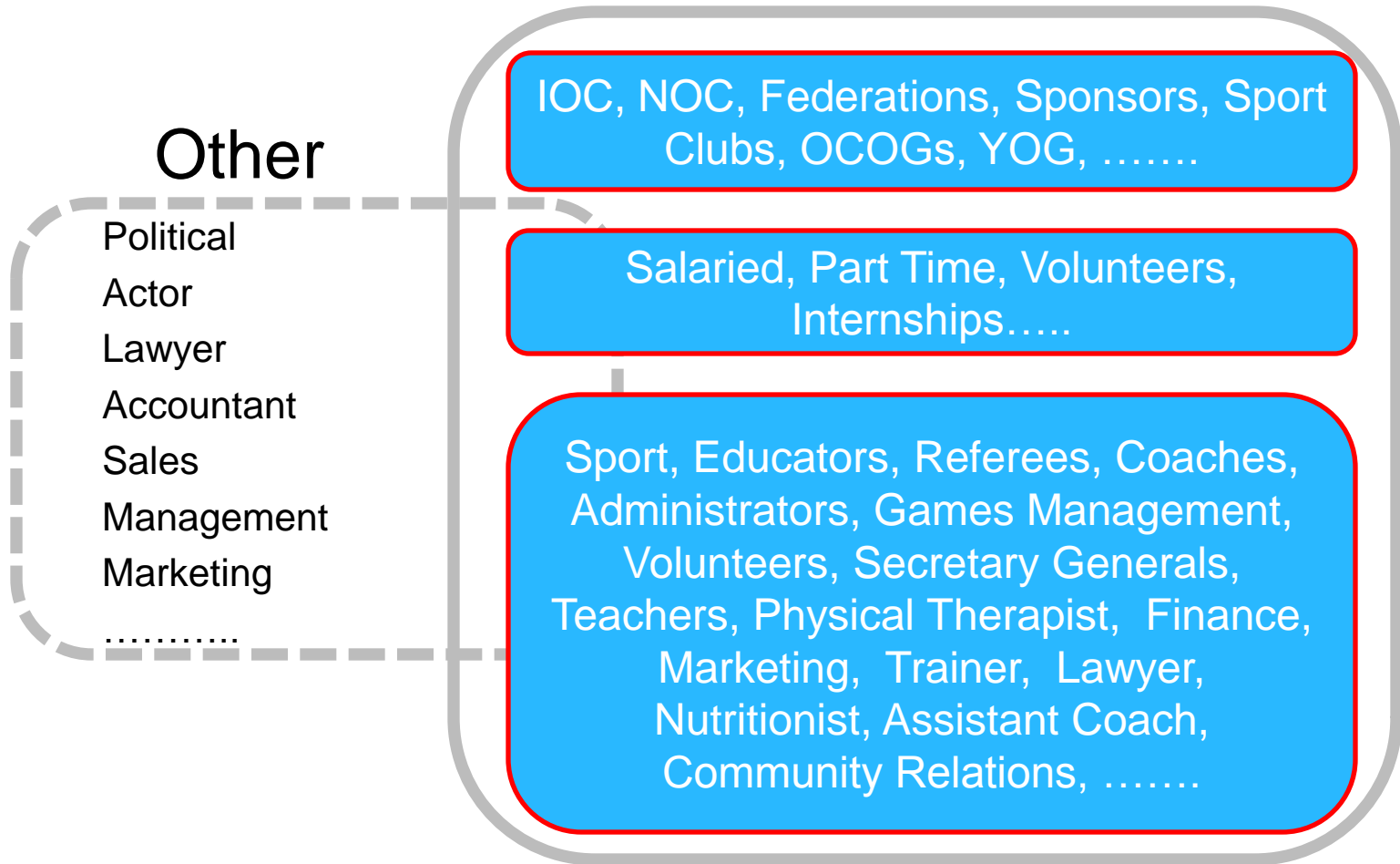
IOC, NOC, Federations, Sponsors, Sport Clubs, OCOGs, YOG,

Salaried, Part Time, Volunteers, Internships.....

Sport, Educators, Referees, Coaches, Administrators, Games Management, Volunteers, Secretary Generals, Teachers, Physical Therapist, Finance, Marketing, Trainer, Lawyer, Nutritionist, Assistant Coach, Community Relations,

Other

Political
Actor
Lawyer
Accountant
Sales
Management
Marketing
.....



Job Placement

- Athletes' employment needs vary at different stages of their careers:
 - During competition, many look for part-time work, enabling them to combine sport and securing an income.
 - At the end of their sporting careers, they need to take the important step of entering and/or extending into the labour market and looking for a full-time employment which leverages their transferable skills.
- Job Placement includes a combination of working with athletes and companies to bring them together in the labor market.

Raise Awareness (Companies and Sponsors)

- **Perceptions exist** in the labor market on the value an athlete can bring to a company.
 - Some are positive, some are not.
 - Athletes are different, this does not make them better or worse just different historically.
 - In the area of raising awareness we look to increase placement opportunities with athletes with Sponsors and other employers.

Placement experience

- Adecco
- Sponsors
- Clients
- Cooperation

Challenges today in business

- "There are a handful of companies who understand all successful business operations come down to three basic principles; **People---Product---Profit**. Without top people, you cannot do much with the other two."- Malcolm Forbes
- **Companies are searching for employees that will lead them to success in the future**
- **Hiring practices vs. hiring objectives can be in conflict**



Trends in hiring

- **Companies are investing in their career sites**
- **Social networks have become the leading recruiting channel as the economy recovers**

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The LinkedIn logo, featuring the word "Linked" in black and "in" in white inside a blue square.The Twitter logo, with the text "follow us on" in grey and "twitter" in blue lowercase letters.The YouTube logo, with the word "You" in black and "Tube" in white inside a red rounded rectangle.

- **Top 10 Reasons Employers Want to Hire You:**

The careerbuilder.com logo, with "career" in orange and "builder.com" in blue.

- **Ability to multitask***
- **Long-term potential**
- Ability to make money
- Relevant work experience
- **Enthusiasm and initiative***
- **Impressive CV**
- **Good cultural fit**
- Creative problem solving skills
- **Ability to work well with others**
- Strong online presence

Conclusions / Thoughts

- Athletes have **unique demands** on their lives and they develop different backgrounds compared to those who are not elite athletes.
- Companies try to **develop the workforce of the future**, based on the employment candidates past, and athletes are different
 - From non elite athletes and from other athletes
- Job placement / Career Development process **can appear overwhelming** to athletes and can be avoided to long
- The **earlier awareness training is provided** to athletes the more impact it will have on their long term success. As athletes develop and mature the career training and **counseling should develop**.
- Awareness training should be encouraged and **provided to the athletes entourage** to reduce conflict and increase success
- Awareness needs to be raised with the **employment market**