

**FROM COURT TO CORPORATE: EMPOWERING
ATHLETES FOR CAREER SUCCESS AFTER SPORTS**



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EMPOWERING ALL ATHLETES TO LEVERAGE
THEIR COMPETITIVE DRIVE AND SKILLSET
INTO SUCCESSFUL POST-SPORTS CAREERS,
ENSURING A SEAMLESS TRANSITION FROM
THE COURT TO CORPORATE

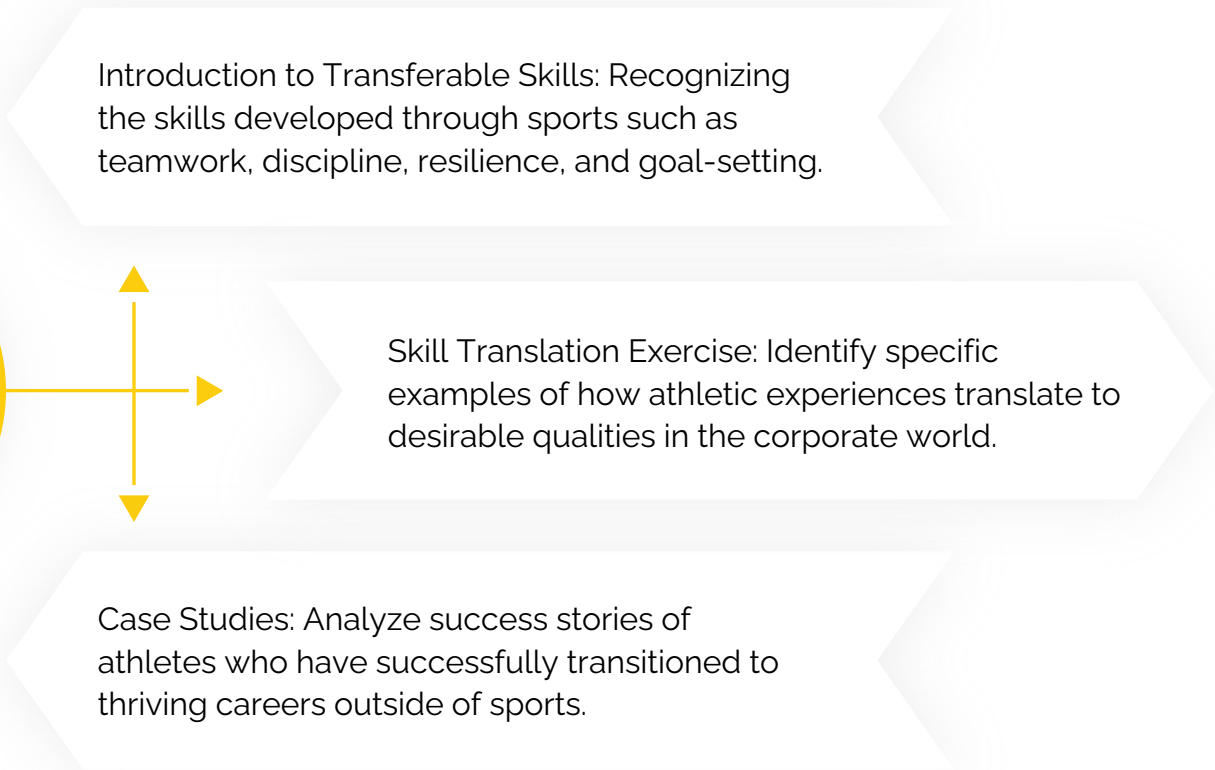


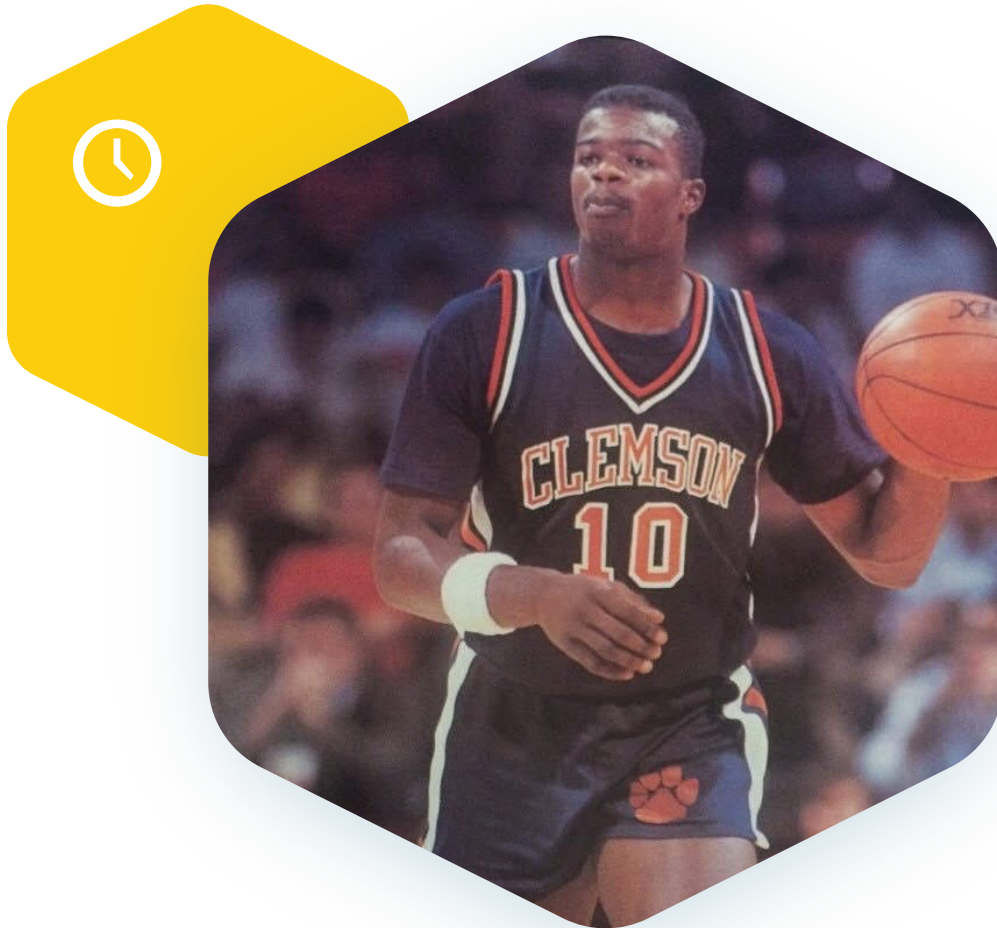
Session 1

Identifying Transferable Skills



Objective: Understand the valuable skills acquired through athletics and learn how to translate them into the language of business and leadership.





Session 2

Defining Career Goals



Objective: Clarify career objectives and establish a roadmap for achieving success beyond sports.

- **Goal Setting Workshop**

Define short-term and long-term career goals, considering personal values, interests, and desired impact.

- **Creating a Career Vision Board**

Visualize your future career aspirations and map out actionable steps to achieve them.

- **Personalized Goal Review**

Receive feedback and guidance on refining your career goals from industry experts and peers.

Session 3

Developing Professional Branding



Objective: Craft a compelling personal brand that highlights unique strengths, experiences, and values to attract opportunities in the corporate world.

01. Understanding Personal Branding

Explore the elements of personal branding and its importance in career development.

02. Crafting Your Elevator Pitch

Develop a concise and compelling pitch that communicates your value proposition to potential employers or business partners.

03. Branding Workshop

Create a professional online presence through LinkedIn optimization and resume building.

Session 4

Mastering Networking Strategies



Objective: Learn effective networking techniques to build meaningful connections and expand professional circles.



Networking Fundamentals

Understand the importance of networking in career advancement and building mutually beneficial relationships.



Networking Skills Workshop

Practice elevator pitches, conversation starters, and effective follow-up strategies.



Networking Mixer

Engage in structured networking activities to connect with fellow participants, industry professionals, and potential mentors.



Session 5

Navigating Career Transitions



Objective: Gain strategies for overcoming challenges commonly faced during the transition from sports to business.

- **Addressing Identity Shifts**

Understand the psychological aspects of transitioning identities from athlete to professional and strategies for managing this shift.

- **Skill Gap Analysis**

Assess your current skills and identify areas for development to meet the demands of your desired career path.

- **Mindset Mastery**

Cultivate a growth mindset and resilience to navigate uncertainty and setbacks during career transitions.



01.

Leadership Presence Workshop

Learn techniques for effective communication, body language, and executive presence.

02.

Authentic Leadership

Explore the concept of authentic leadership and how to lead with integrity and purpose.

03.

Peer Feedback and Coaching

Receive constructive feedback and coaching from industry professionals and peers to enhance leadership skills.



Session 6
Cultivating Leadership Presence



Objective: Enhance leadership presence and communication skills to command attention and influence others in the workplace.



Session 7

Building a Winning Mindset



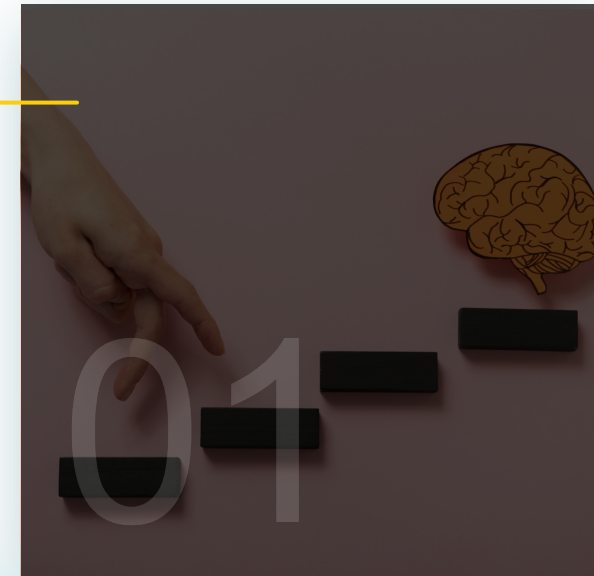
Objective: Cultivate resilience, adaptability, and a growth mindset to thrive in new environments and overcome obstacles with confidence.

Resilience Training

Develop strategies for bouncing back from setbacks and embracing challenges as opportunities for growth.

Growth Mindset Workshop

Understand the power of mindset in shaping behavior and outcomes, and learn techniques for fostering a growth mindset.



Goal Visualization Exercise

Visualize success and create a plan for overcoming obstacles on the path to achieving career goals.

Conclusion And Networking Reception



Recap of Key Takeaways:
Summarize the main insights and strategies covered throughout the workshop.



Participant Reflections: Share personal reflections and insights gained from the workshop experience.



Networking Reception: Continue networking opportunities in a relaxed setting, fostering connections and building relationships beyond the workshop.

By the end of this workshop, participants will emerge with a clear understanding of how to leverage their athletic backgrounds to excel in the business world. Equipped with practical strategies, personalized feedback, and a supportive network, they will be empowered to navigate their journey from the field to the boardroom with confidence and success.

Packages



Gold Sponsorship Package - \$5000

- Logo Placement: Prominent placement of company logo on all workshop materials, including website, banners, and promotional materials.
- Recognition: Verbal acknowledgment during opening and closing remarks as Gold Sponsor.
- Speaking Opportunity: Opportunity to deliver a brief address or presentation during the workshop to showcase your company's support and services.
- Booth Space: Priority booth space at the workshop venue for displaying company materials and engaging with participants.
- Complimentary Registrations: Five complimentary registrations for company representatives to attend the workshop.
- Social Media Promotion: Recognition on workshop social media channels with dedicated posts thanking Gold Sponsors.

Silver Sponsorship Package - \$3000

- Logo Placement: Company logo featured on workshop website and select promotional materials.
- Recognition: Verbal acknowledgment during opening and closing remarks as Silver Sponsor.
- Booth Space: Designated booth space at the workshop venue for displaying company materials and engaging with participants.
- Complimentary Registrations: Three complimentary registrations for company representatives to attend the workshop.
- Social Media Promotion: Recognition on workshop social media channels with dedicated posts thanking Silver Sponsors.

Bronze Sponsorship Package - \$1500

- Logo Placement: Company logo displayed on workshop website.
- Recognition: Verbal acknowledgment during opening and closing remarks as Bronze Sponsor.
- Booth Space: Shared booth space at the workshop venue for displaying company materials and engaging with participants.
- Complimentary Registrations: Two complimentary registrations for company representatives to attend the workshop.
- Social Media Promotion: Recognition on workshop social media channels with dedicated posts thanking Bronze Sponsors.

Supporter Sponsorship Package - \$500

- Logo Placement: Company logo featured on workshop website.
- Recognition: Verbal acknowledgment during opening and closing remarks as Supporter Sponsor.
- Complimentary Registrations: One complimentary registration for a company representative to attend the workshop.
- Social Media Promotion: Recognition on workshop social media channels with dedicated posts thanking Supporter Sponsors.

Each sponsorship package offers various benefits, allowing companies to choose the level of support that aligns with their budget and marketing objectives.