



## CAREER AND BUSINESS PROGRAM

### OVERVIEW

In partnership with Troupe21 & Associates (Troupe21) and the Player Networking Event (PNE), the NFL Alumni Association (NFLAA) has launched its first-ever Career and Business Program (CBP). The CBP features an outcome driven curriculum designed to address the career transition needs of retired NFL players. The CBP is a comprehensive career training designed to engage participants across multiple growth and development modalities (e.g. counseling referrals, classroom lectures, panel discussions, online learning, etc.). Each quarter, twenty retired NFL players will travel to a university campus for a **weekend seminar**, complete **distance learning courses** and pitch a **monetization project** to the NFL Alumni.

### WEEKEND SEMINAR

The program provides participants with (1) one-on-one psychological and career counseling, (2) skill building assignments, (3) a personal/professional branding evaluation, (4) group counseling and (5) customized content based upon the interests of each cohort. **20 Hours**

### DISTANCE LEARNING COURSES

Participants will be provided with credentials to utilize a closed, web-based system that provide former players with the opportunity to share business interests, ideas, needs, etc. on an ongoing basis. The following distance learning courses will be completed in 90 days. **15 Hours**

**GENERAL BUSINESS:** Program participants will be introduced to the most common functional areas of business (i.e. human resources, finance and accounting, sales, marketing, customer service, research and development, operations, general administration and information systems technology). Each participant will select a competency focus and a secondary interest. Session outcomes include a written career goal plan and selection of a mentor from the PNE Mentor Network.

**FINANCE:** Program participants will be provided group and individual instruction on personal and business finance. The group setting will provide participants with a theoretical framework for understanding personal finance with a focus on: cash flow analysis, debt load management and monitoring of financial services professionals. Individual sessions will match players with an accredited financial services professional that will help participants organize their financial portfolio. Session outcomes include a personalized financial audit and a net worth statement.

**CAREER SELECTION:** Program participants will be provided with a process for selecting a career track. Career track options include (a) shadowing, internship, employment and management trainee experiences; (b) non-profit start-up/management; or (c) for-profit start-up/management. Session outcomes include a written resume, a business plan and/or completion of a funding application (non-profit/for-profit start-up).

### MONITIZATION PROJECTS

Each participant that satisfactorily completes the weekend seminar and all three phases of distance learning will be provided with an opportunity to pitch a business-to-business opportunity to the NFL Alumni. The structure and format of each pitch will be managed through a public/private university partnership and cannot be funded by operating funds from the NFL Alumni. Former players that are members of the NFL Alumni will be eligible to earn commissions, consulting fees and equity in income producing projects. **10 Hours**

