



CAREER AND BUSINESS PROGRAM **PROFESSIONAL ATHLETE TRACK**

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 is an outcome driven curriculum designed to address the career transition needs of active and retired NFL players (players) by engaging them across multiple growth and development modalities (e.g. counseling referrals, classroom lectures, panel discussions, online learning, etc.). The CBP aims to organize quarterly cohorts with players by their functional area of business or industry interests and their commitment to complete the program outlined below.

WEEKEND SEMINAR

20 Hours

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.

DISTANCE LEARNING COURSES

15 Hours

Participants will be provided with credentials to utilize a closed, web-based system that provide players with the opportunity to share business interests, ideas, needs, etc. on an ongoing basis. The following distance learning courses must be completed as a prerequisite to matriculate through the program.

General Business: 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: 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: 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 startup/management. Session outcomes include a cover letter, resume, biography and/or a personal or business capabilities statement.

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MONITIZATION PROJECTS

10 Hours

Each participant that satisfactorily completes the program will be allowed to pitch a business-to-business opportunity to the NFL Alumni via the group cohort. The structure and format of each monetization project will be managed through a public/private 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.

