

GBR
GBD

PERFORMANCE LIFESTYLE

ATHLETE CAREER DEVELOPMENT PROGRAMME



**DO YOU NEED WINNING
TALENT FOR BUSINESS?**


ENGLISH
INSTITUTE OF
SPORT

INTERESTED IN SUPPORTING BRITISH ATHLETES?

Performing on the world stage is no easy task and businesses need high performers to help them succeed. World class athletes offer exceptional skills and qualities that can be transferred to the workplace and offer your company a competitive edge.

The EIS Athlete Career Development Programme aims to identify those athletes and organisations that can combine for success.





ATHLETE PROFILES

Athletes have limited time to develop their longer-term career plans whilst training and competing at elite international level. Typically, athletes will fall into one of three profiles with regard to their employment or career development needs.

Aspiring Full-time Athletes: may need flexible, part-time work opportunities local to their training base to earn additional income and develop work experience whilst they pursue their sporting ambitions

Full-time Athletes: are often keen to explore future career ideas and start to plan for life after elite sport. Typically, these athletes are training and competing full-time so their time availability is limited. Opportunities such as bite-size placements, work experience, upskilling opportunities, workplace visits and networking events would be valuable.

Transition Athletes: will be leaving their training programme, coming off athlete funding and looking to develop a career after sport. These athletes are keen to explore various sectors, develop interview skills and job search strategies as they look into new career opportunities.

"I am a high achiever in sport, and high achievers like to have success in everything that they do. I would like to be successful in my career after rowing one day too"

Tom James, GB Rowing Gold Medallist.

"Sportspeople are ambitious and I hope that rubs off in a work environment. It would have been easy for me not to have taken on such a tough career choice...but it is what I wanted to do to set myself up for a career after hockey"

Jonty Clarke, GB Hockey Player and Accountant with BDO Stoy Hayward.

"Lucozade Sport has benefited from the skills that elite athletes can bring to our roles, the programme has also given us the opportunity to help develop athletes as high performing individuals, both within and outside of their sport."

Stewart Crooks, Business Director, Lucozade Sport.



Where could you add value to our initiatives?



“I was working part-time prior to Beijing but because I had to take time off the construction company had to employ someone else...I am using the EIS Athlete Career Development Programme even more. I’m really interested in broking and finance but am also quite open minded as to the types of job I could do as long as the role has longer term career prospects”

Richard Alexander, GB Hockey Player.

“I maintain that the links Performance Lifestyle is forging with modern business give current and future elite performers a great advantage, due to the knowledge that there are opportunities out there for them”

Paul Manning, GB Cycling Olympic Gold Medallist, worked for a year with ISG Construction before returning to a coaching role with GB Cycling.



“It is important to get a career in place for life after sport. Performance Lifestyle can assist with that...When you are training full time, if you know you have done enough to keep your career ticking over and in place, you can relax a bit more and enjoy training and work harder”

Tim Brabants, GB Canoeing Gold and Bronze Olympic Medallist and Doctor

Since the recent inception of the Athlete Career Development Programme, there have been a number of examples of placements, work experience opportunities and part-time career roles which elite athletes have benefited from; examples of which are:

- Cadbury Graduate Athlete Partner Scheme
- Lucozade Sport: Brand Ambassador Roles – providing product education and sampling to gyms.
- Youth Sport Trust: Athlete Mentors delivering the changingLIVES programme
- adidas: Athlete Internships

Athletes are looking for a wide range of opportunities that expose them to a variety of work environments and career sectors, including sports-related businesses, traditional industry sectors, health care, armed and emergency services, trades and many others.





EXCELLENCE IN SPORT SCIENCE & MEDICINE

HOW TO GET INVOLVED

If you are interested in finding out more about how this scheme works and how your organisation might be able to support British athletes, please contact:

Emma Mitchell

Senior Performance Lifestyle Adviser
emma.mitchell@eis2win.co.uk

Nick Slade

Head of Performance Lifestyle
nick.slade@eis2win.co.uk

Please also visit www.eis2win.co.uk