



# BUILDING YOUR LEGACY

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# WHO WE ARE

**Sports Embassy** arises from the desire of former Athletes and practitioners of several sports to put at the service of other Athletes lessons learned that resulted from their career in Sport. An experience and knowledge only truly understood by Athletes and players at the service of the world of Sport.



# WHO WE ARE



The background features a photograph of a person from behind, wearing a dark jacket and a beanie, standing on a wooden balcony with a metal railing. The scene is bathed in a warm orange light. Overlaid on this image are several dark blue geometric shapes, including triangles and a large circle in the bottom right corner. A white arrow-shaped graphic points from the left towards the center, containing the number '01'.

01

# YOURFUTURE

Personalized program that promotes the accompaniment of Athletes in a dual career or in preparation for career transition.

SPORTS EMBASSY





YOUR FUTURE

# MOTIVES



There are two moments of  
career transition



Preparing life after sport  
should start from the  
moment you start to  
compete



The future started yesterday





YOURFUTURE

# SOFT SKILLS ARE ESSENTIAL SKILLS AND ATHLETES HAVE IT

At **Sports Embassy** we believe in high performance in the corporate world. We work on skills acquired in Sport and help make transferring to other areas simpler for Athletes while, at the same time, adding value to companies.

The program is personalized, according to the characteristics and context of each Athlete, and complemented with the offers of the Sports Embassy Academy and *Montra de Talento* ("Talent Showcase").



## Companies



Offer aimed at companies that includes certified training, workshops, lectures and teambuildings

## Athletes



Training and awareness actions within the scope of promoting dual careers and post-career preparation



# YOURFUTURE PROGRAM

The individual work with the Athletes is based on 7 assumptions. It's from here that the stages that each Athlete will have to go through in their post-career preparation are defined:

Awareness

01

Search for Support

02

Preparation

03

New Goals

04

Competitiveness

05

Search for Success

06

New Career

07





The background features a photograph of a person from behind, wearing a dark jacket and a striped beanie, standing on a wooden balcony with a metal railing. The scene is bathed in a warm orange light. Overlaid on this image are several dark blue geometric shapes: a large triangle in the top left, a smaller one in the top right, and a large triangle in the bottom left. A white chevron shape points from the left towards the center, containing the number '02'.

# 02

## **MONTRA DE TALENTO**

Program that matches the needs of companies and the skills of Athletes (translated to “TALENT SHOWCASE”).

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**Tens talento?**



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# MONTRA DE TALENTO

The *TALENT SHOWCASE* program puts Athletes and former Athletes who are characterized by a set of soft skills acquired during their sporting career into the job market. The match between the needs of companies and the skills of Athletes is carried out in a completely personalized way by Sports Embassy team.

Tens talento?

The background features a photograph of a person from behind, wearing a dark jacket and a beanie, standing on a wooden balcony with a metal railing. The scene is bathed in a warm, orange light. Overlaid on this image are several dark blue geometric shapes: a large triangle in the top left, a smaller one in the top right, and a large triangle in the bottom left. A white chevron shape points from the left towards the center, containing the number '03'.

03

## HEADS UP

Mental Health Platform that emerges with a focus on prevention through knowledge.

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Tens talento?



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# HEADS UP

At Sports Embassy we believe that the secret is in prevention and, above all, in the training of Athletes and other sports agents. And that's how the Heads UP platform came about.

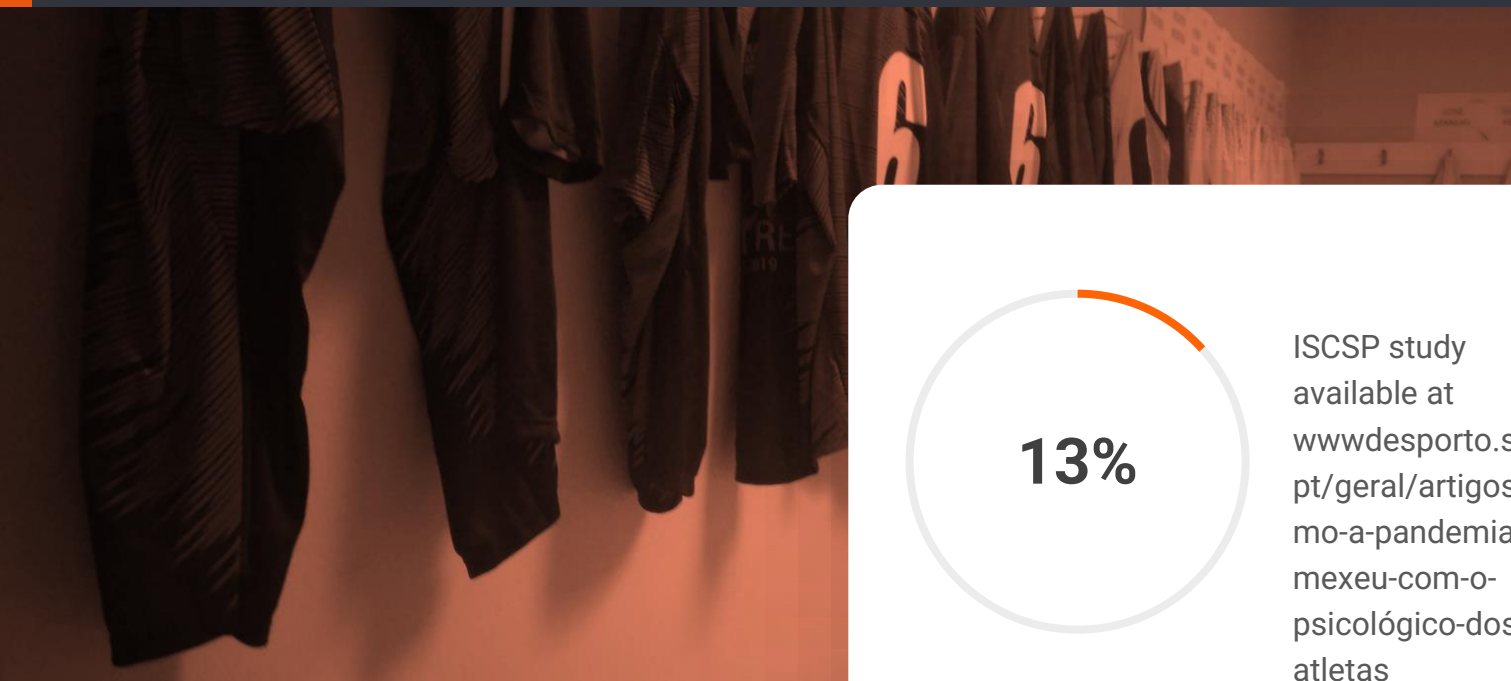


Sports Embassy

  
#HeadsUp

SPORTS EMBASSY

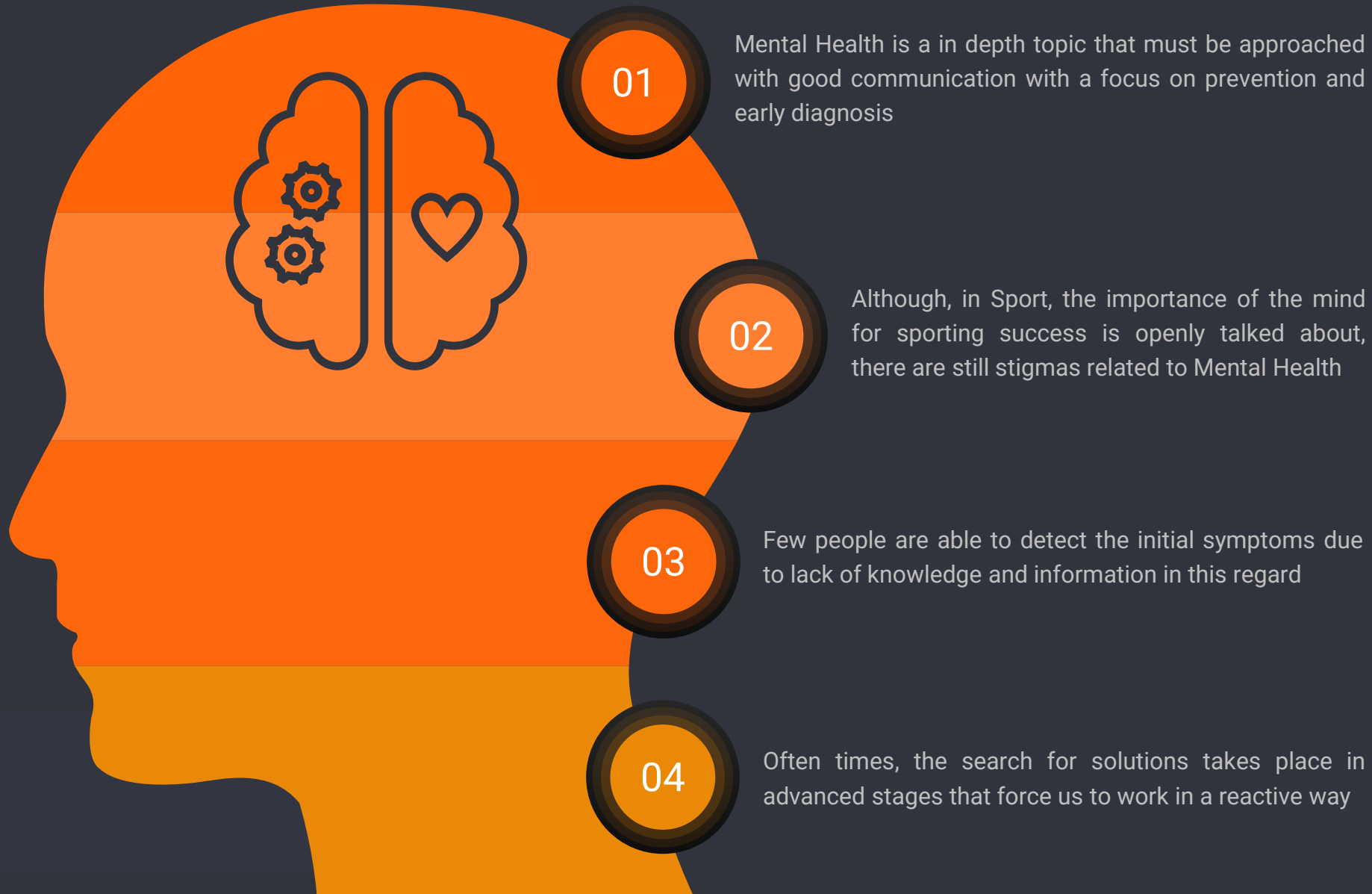
# HEADS UP

**13%**

ISCSP study  
available at  
[www.desporto.sapo.  
pt/geral/artigos/co  
mo-a-pandemia-  
mexeu-com-o-  
psicológico-dos-  
atletas](http://www.desporto.sapo.pt/geral/artigos/como-a-pandemia-mexeu-com-o-psicologico-dos-atletas)

## PREVENTION

According to a study carried out by the ISCSP, only 13% of Portuguese Clubs have psychological support for their Athletes, over 50% of Athletes surveyed suffer from pathological stress and 75% of participants are much more unhappy than they were, or moderately more unhappy, regarding the pandemic situation.





“Everyone is going through something that we can’t see”

Kevin Love

## TESTIMONIES

Athletes are not superheroes.

1

## TRAINING CONTENT

The focus is on prevention.

2

4

## EXPERIENCE SHARING

Empathy makes a difference.

3

## ACCESS TO SPECIALIZED PSYCHOLOGISTS

Specialized support is essential.

04

# ACADEMY

The Sports Embassy Academy develops personalized training for companies and Athletes.

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## ATHLETES

It exists as a complement to the YourFuture program but also as a post-career awareness mechanism and as an incentive for a dual career. It works in person or online, depending on the Athletes' training and needs.



## COMPANIES



It seeks to share with companies the specificity of what it means to be in the world of Sport, in terms of competences. It also aims to raise awareness of Human Resources for the hiring of Athletes in dual career and/or post-career.





# COMPANIES

The training offer for companies is based on a prior assessment that results in a diagnosis and an objective proposal in line with specific needs and objectives.

1<sup>st</sup>

- Objectives analysis
- Context Assessment

2<sup>nd</sup>

Presentation of tailored proposal

3<sup>rd</sup>

Face-to-face or online training

4<sup>th</sup>

- Follow-up
- Assessment



SPORTS EMBASSY ACADEMY - COMPANIES

# TRAINING OFFER

Meeting the needs of companies, our response can take various forms of action, whether integrated or in a single format:

Certified  
Trainings

1

Lectures

2

Team  
Buildings

3

Workshops

4

Let's take Sport to Companies and ensure that everyone will have the opportunity to step into a locker room, even for one day:



## "Let's think game by game"

Details can be THE "detail" of the (sports) performance and therefore there has to be an awareness of the importance of the "micro" in the performance of the activity.



## "Prognoses only after the game"

Cooperation with the team is the best way to achieve goals, which must be clearly defined, although they must undergo adjustments whenever necessary.



## "We're in this together!"

Leadership skills are developed along the sports path where different types of leadership are easily recognized and how to adapt to them as an individual and a group.



## "Your #\$\$%& are you kidding with this?!"

Even in competition, the individual only grows and evolves with good teamwork among all those involved in the service of the work group.





## “Take it easy!”

The discipline and work organization to optimize performance are the “natural habitat” of a high performer, but it’s necessary to know how to identify and how to use different tools.



## “Trust the process”

The difference between process and result. Like to win or like to work to achieve success. What is success?



## “I’m responsible for what I say to you, not for what you understand”

Be what you do or be what you are. Distinguish the different roles that one has as an individual and know how to work each one of them protecting the future.



## “Another Brazilian in the locker room and we’ll start training Samba”

Knowing how to be under constant evaluation and that good communication improves the response rate within the team or with external players. Multiculturalism in high performance.



# ATHLETES

The training offer for Athletes aims to provide them with tools to prepare for life after Sport, either through new professions or through their own businesses.



**"SPORT  
BOOTCAMP"**  
IDEAS COMPETITION  
PROGRAM

**AWARENESS  
ACTIONS**

**BASIC AND  
ADVANCED  
SPORTS  
ADMINISTRATION  
COURSE**



**"TALENT ID SE"  
PROGRAM AND  
"YOUFIRST"  
PREPARATION  
PROGRAM**

**"SPORT  
ACCELERATOR LAB"  
IDEAS  
ACCELERATION  
PROGRAM**



## WORKSHOPS:

- "YOURFUTURE"
- "KEYNOTE LEADER"
- FINANCIAL LITERACY
- MATCH-FIXING
- MENTAL HEALTH



The sports training of an Athlete includes a series of subjects that are not found in academic curricula and that make an Athlete someone with certain characteristics:



### RESILIENCE

Has the ability to overcome crisis situations and learn from them with an enormous spirit of sacrifice and determination



### LEADERSHIP

Knows how to develop this ability along the sports course and knows how to easily recognize the different types of leadership and how to adapt to them as an individual and a group



### WORK TOWARDS GOALS

Knows that cooperating with the team is the best way to achieve goals, which must be clearly defined, even if they must undergo adjustments whenever necessary



### OVERCOMING

An attitude of continuous improvement and ambition is part of its DNA



### INTERNAL AND EXTERNAL COMMUNICATION

Under constant internal and external evaluation, you know that good communication improves the response rate, whether individual or collective, within the team or with external players



### FOCUS

Discipline and work organization to optimize performance are their "natural habitat"



### ABILITY TO COOPERATE IN COMPETITIVE ENVIRONMENTS

You know that your business is to compete, but that even in competition you will grow more and become better with good teamwork among all those involved in the service of your work group



### ORIENTATION TO DETAILS AND OBJECTIVES

Details can be THE "detail" of the (sports) performance and therefore there has to be an awareness of the importance of the "micro" in the performance of the activity



### TIME MANAGEMENT

Recognizes the impact that a second, sometimes less, can have on its individual and/or collective performance and knows how to prioritize its activities according to the importance each one of them has for its performance and objectives





05

# LEGACY MAGAZINE

Bi-monthly magazine that intends to give the possibility to Athletes to make themselves heard, without filters.

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Legacy

# LEGACY MAGAZINE

We intend to contribute so that the Athlete feels and shows himself / herself as More Than An Athlete, valuing the path, learning, achievements, their meaning, vulnerability and goals.



# THANK YOU

At **Sports Embassy** we believe in high performance in the corporate world. We work on skills acquired in Sport and help make transferring to other areas simpler for Athletes while, at the same time, adding value to companies.



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