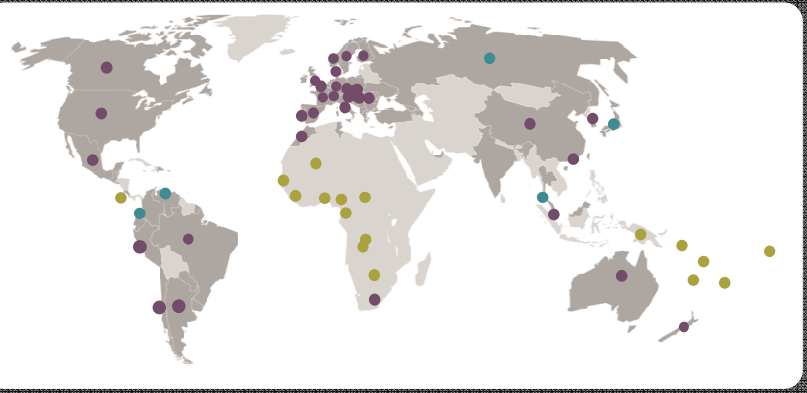
Dual Careers of Athletes

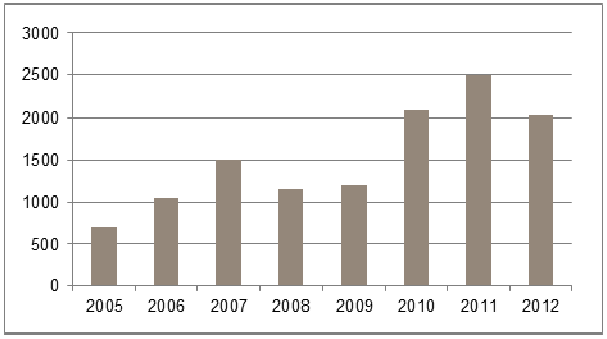
Virpi Ojakangas
Adecco Finland

March 6, 2013

Athlete Career Programme Highlights
IOC & IPC



- > 30 Adecco Markets participated since launch
- Deliver training in additional 24 countries
- YOG: Reach athletes from an additional 45 countries



Participation through 2012:

12,000th participant

IPC ACP →

1999 -2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020

Local IOC ACP →

Elite Athlete Transition





Elite athletes will face a transition from sport into the labour market





Elite athletes

- Typically have unique backgrounds, skills and needs:
  - Balance Sport, Education, with “typical” career preparation experience
  - Employer perceptions ; and athletes may face “hiring practices” or job “descriptions” designed for “traditional” candidates
  - Athlete achieve being one of the best in the world: gain experiences most people never will with a unique set of proven winning skills

Adecco Group

MATCHMAKING

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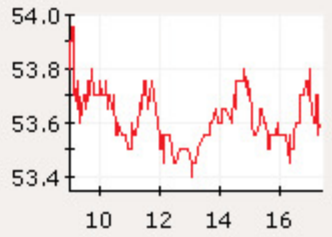
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03/04/13	17:31
Last Trade	53,75 CHF
Change	-0,56 %

Focus

Employment

•Career training & Career Transition

•Job placement

•Personalized to the skills and attributes of Athletes

•Bring Athletes together with Employers with an emphasis on capabilities.

What are the benefits of a focus on Dual Career?

- Athlete backgrounds may be different: they bring a unique set of successful skills to the labour market
- Athlete population is sizable and can impact the labour market
- With customized support athletes will achieve more success in life
- Early training and awareness will provide the best results
- Changing perceptions and barriers will improve job opportunities for athletes
- Early focus with strong collaboration from key stakeholders is needed

Labour Market

Myth or Reality →

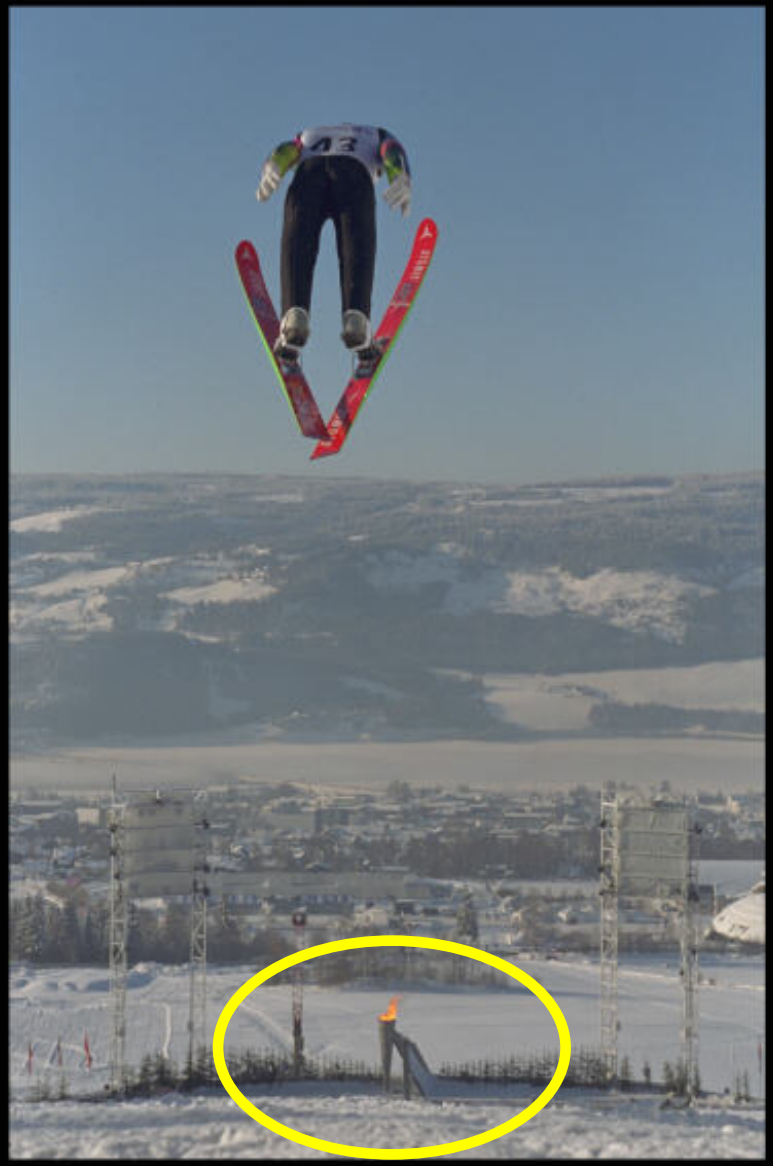
- Athletes are different
- They do not have the experience
- They may or may not have the education
- In a resume sort, will they be sifted out before they get a chance
- Their time commitment sport will not allow them to do the job

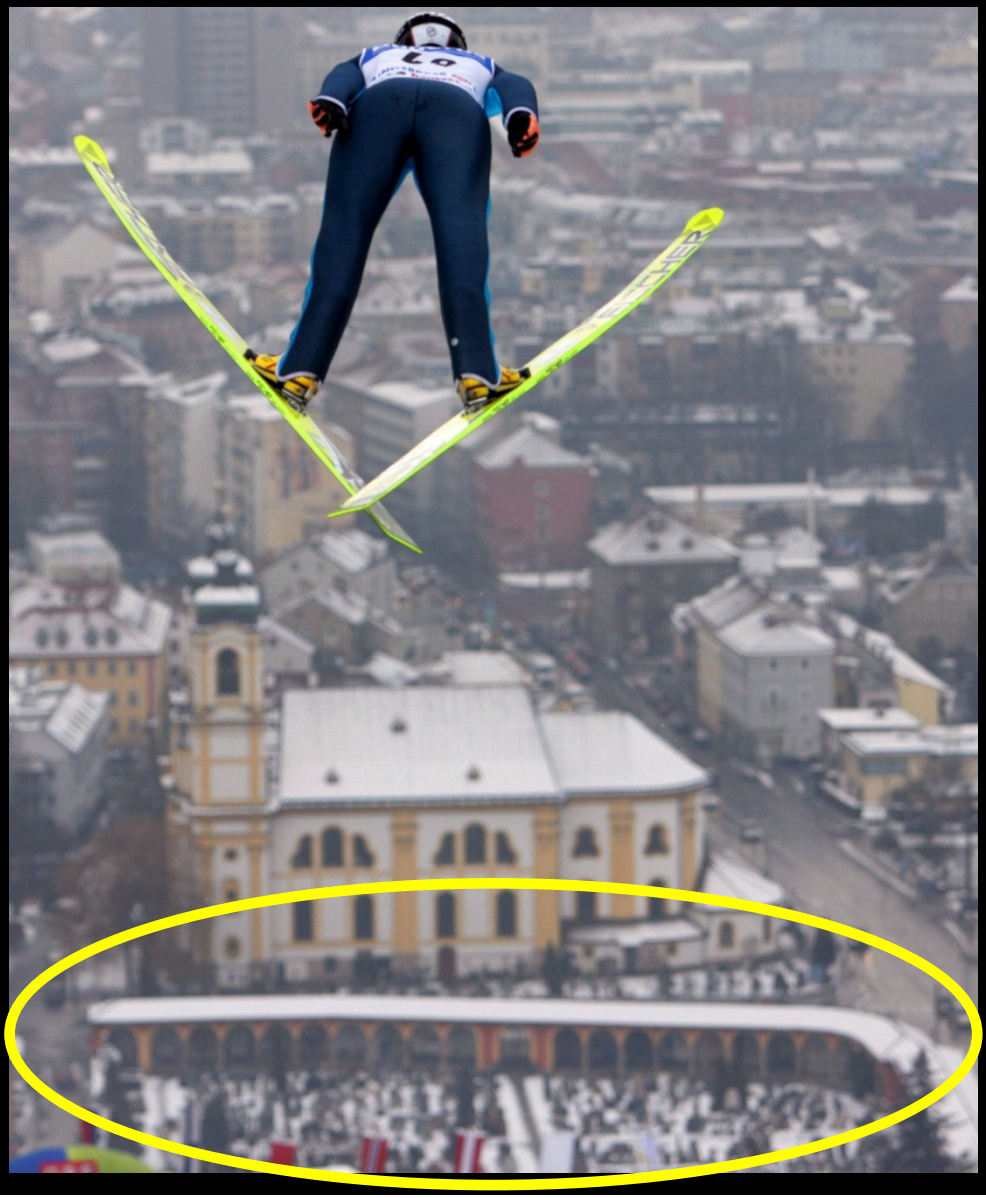
Labour Market

If we assume that athletes backgrounds are different →

Why should we bring them into our workplace?

Perspective





Labour Market

- Because athletes have what it takes to win, be the best in the world, with the right Attitude.
- And they may not have “traditional” experiences but most have experiences that are transferable.
- At the same time educational remains a critical part of the foundation and barriers need to be reduced to create a more level playing field.
- But they are different

How do we make a difference to help

1) Reduce barriers in the education system – motivate more flexibility
2) Start educating athletes when they are young what can be done to balance sport, education, and a career, do not only focus on what can not be done
3) Raise awareness and publish best practices of success in the labour market transition
4) Reduce hiring barriers – Do not create charity, but create a level playing field.
5) A few best practices in the Nordic countries that are in process
6) Finland best practice
7) Norway internship programme
8) Part of a global network
9) Part of a regional netork

General career guidance:
Pre/during/after elite sport career



Sponsorship Adecco:

- Financing one position in the NOC for mapping,

informing and guiding athletes in coping with dual careers.

Dialog with athletes, coaches, teams

- Adecco consultants contributing in career guidance and job-finding processes
- Developing self-study programs for athletes









Adecco Sponsorship:
Organising trainee positions with sponsors during elite sport career

- Elite athletes in the Olympiatoppen program applying for trainee positions in companies sponsoring the Olympiatoppen

- Adecco recommend athletes to the companies after an interview process

- Companies deciding according to descriptions of competencies needed for each position



http://webpub-adecco-fi.adecco.net/fi-FI/tyonhakijalle/Pages/AtheleteCareerProgramme.aspx - Windows Internet Explorer provided

http://webpub-adecco-fi.adecco.net/fi-FI/tyonhakijalle/Pages/AtheleteCareerProgramme.aspx

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Etusivu > Työnhakijalle > Athelete Career Programme

Työnhakijalle

- Avoimet työpaikat
- Työpaikkojen selailu
- Työpaikkojen hakeminen (ohjeita)
- Uudelle uralle
- Tehtäväalueet
- Career Up
- Vuokratyö on hyvä alku työuralle
- Ohje sähköisen tuntilistan käyttöön
- Athelete Career Programme

Athelete Career Programme

Hyvä Athlete Career Programme (ACP) ohjelman urheilija tai valmentaja

Adecco ja Olympiakomitea tarjoavat yhteistyössä Athlete Career Programme -palvelun suomalaisille huippu-urheilijoille ja -valmentajille. Palvelun kautta annetaan työnhakuun ja urasuunnitteluun liittyvää ohjeistusta sen jälkeen kun aktiivinen kilpaurheilu-ura tai valmennusura on päättymässä tai kun urheilija vielä opiskelee. Adeccon webportaaliin on lisätty Athlete Career Programme, jonka voit valita toivotuksi yhteydenottotoimistoksi työnhakijaksi rekisteröinnin yhteydessä.

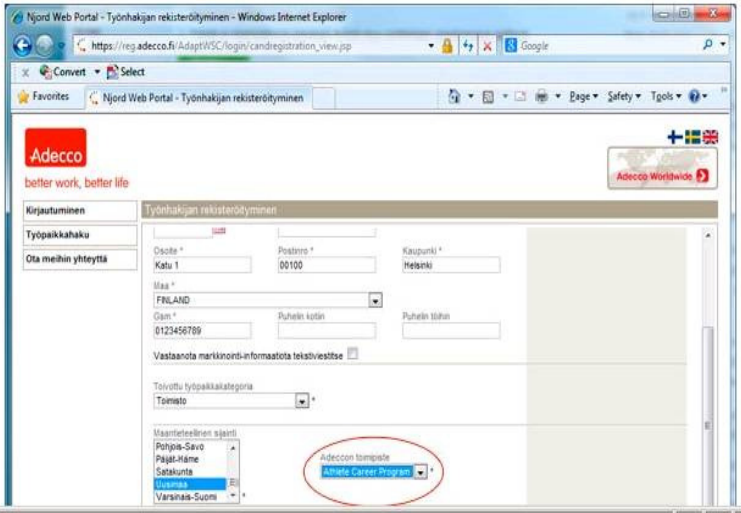
Jos olet epävarma siitä, kuulutko Athlete Career Programme -palvelun piiriin, ole yhteydessä joko Adeccoon / Virpi Ojakangas virpi.ojakangas@adecco.fi tai Olympiakomiteaan / Jari Savolainen jari.savolainen@noc.fi.

1. Valitse ensin toivomasi työpaikkakategoria alasvetolistasta.
2. Valitse työn maantieteelliseksi sijainniksi Uusimaa, Pirkanmaa, Varsinais-Suomi tai Keski-Suomi.
3. Tämän jälkeen Athlete Career Program on valittavissa Adeccon toimipiste kenttään.

Adeccon konsultti on sinuun yhteydessä rekisteröitymisesi jälkeen. Uraohjauksessa tavoitteena on tunnistaa urheilijan vahvuudet, taipumukset ja kiinnostuksen kohteet sekä löytää siten linkki työelämään.

Työnhakuvalmennuksessa urheilijoita ja valmentajia autetaan cv:n ja työhakemuksen kirjoittamisessa, valmennetaan työhaastatteluihin ja opetetaan hyödyntämään verkostoja.

Latest Adecco initiative



FINLAND

Local intranet | Protected Mode: Off | 100%

Sonera 9.25 98 %

Omat kortit

Urheilijakortti

Latest NOC initiative

Radiokatu 20, 00240, Helsinki

Kotisivu

Twitter

Kortti Ilmoitukset Uutiset

Sonera 9.27 97 %

Omat kortit

Urheilij…

Suomen Paralympia-komitea

1

Lue Suomen Paralympiakomitean toiminnasta ja löydä tärkeim…

1

Terveydenhuolto

Terveydenhuollon tavoitteena on ehkäistä - äkillisiä vammoja…

Insurance

1

Vakuutukset

Asiantuntijapalvelut

Kortti Ilmoitukset Uutiset