A photograph of two female athletes in a moment of emotional support. The athlete in the foreground is wearing a blue athletic top and has her eyes closed, with her hand covering her mouth as if crying. The second athlete is embracing her from behind. Both have their hair in buns and are wearing athletic gear like sunglasses and a watch. The background is a soft-focus outdoor setting.

Athlete365 Toolkit

NOC & IF Athlete Engagement Support

April 2020



How we can help you

Athlete365 can help you meet your athletes' needs by developing and distributing relevant advice, tools and services.

Athlete365 unites the Olympic movement athlete-focused communications, providing a consistent line of support for athletes and their entourage.

The information and advice we provide is fundamentally athlete-led and considered within the latest Olympic context. Together we can empower, support and unite the athlete and entourage community.

Making Athletes' lives better.

Overview:

Our mission is to make Athletes' lives better and grow the world's biggest community of elite and Olympic level Athletes. Athlete365 supports athletes on and off the field of play through relevant advice, tools and services.

Athletes are at the centre of our work. We encourage them to lead, shape and progress the conversations and activities that flow through the Athlete365 community.

Our work is focused on the following key areas that address an Athlete's needs no matter where they are on their journey.

Themes:

- Voice: we provide Athletes with the platform to share their experiences, effect change and make decisions that shape the future of sport.
- Integrity: we help athletes to stay true to themselves, the sport they love and the Olympic values.
- Well-being: we help athletes take care of their physical and mental health, enabling them to perform better on and off the field.
- Performance: we want to ensure athletes turn up to their event feeling comfortable, prepared and ready to compete at their best.
- Finance: we understand the financial hurdles athletes may face, with our support they don't have to interrupt their progression as an Athlete.
- Career: we provide athletes guidance and support to help them manage their career transition from competitive sport into the workplace.



[Find out more](#)



Join the 75,323 in the Athlete365 community today

Athlete365 members benefit from:

- Access to exclusive Athlete focused courses
- Career advice through Athlete365 Career+
- Entrepreneur opportunities through Business Accelerator
- Opportunity to earn money by creating memorable Olympic experiences with Airbnb
- Maximise their personal brand with our toolkit
- 100s of exclusive job placements*
- Download competition photos*
- Athlete representation
- Free entry to the Olympic Museum

At Olympic Games:

- Exclusive access to Athlete space
- Games-time tickets
- Games-time app
- Olympic edition Samsung phone
- Exclusive vouchers to spend at the Games
- PinQuest app
- A vote at the Athlete Commission Election

Sign up today

**Olympians only*


Athlete
365



Athletes' Commissions

Overview:

Athletes' Commissions are groups of athletes whose mission is to represent the athletes' viewpoint in decision-making and support athletes to help them succeed in their sporting and non-sporting careers. Athletes' Commissions are key to driving success and shaping the future of sport by listening to and amplifying the voices of athletes and empowering athlete representatives.

Having an Athletes' Commission is a clear demonstration of an organisation's commitment to good governance, benefiting both the athletes and the organisation.

Features:

- [NOC AC activity grant to empower NOC Athletes' Commissions with direct financial support.](#)
- [A community app for athletes and for NOC, IF and other Athletes' Commissions to help them become as effective as possible in being the voice of their athletes.](#)
- [A community app for athletes and NOC and IF Athletes' Commissions to connect with the global network and share their experiences.](#)
- [The IOC International Athletes' Forum is the largest gathering of athlete representatives, providing them with the opportunity to discuss the issues that are most important to athletes.](#)
- [The Athletes' Rights and Responsibilities Declaration, developed by athletes, for athletes.](#)

Find out more

Key Resources



[Athletes' Commission Resources](#)



[Athletes' Commission Directory](#)



[IOC AC Strategy](#)



[Guide to Developing an Effective AC](#)



Athlete
365

Services

Career:



BUSINESS ACCELERATOR

SPARK YOUR INNER ENTREPRENEUR

Overview:

Transitioning into a new career after sport is a reality that all athletes are likely to face. It can often be a confusing, daunting and difficult time, where the routine and habits athletes rely on no longer seem relevant.

Athlete365 have partnered with the Yunus Sports Hub to offer athletes a three-stage course to kick start their idea and become an entrepreneur on us. This unique opportunity, funded through Olympic Solidarity, allows athletes to develop their existing skills and interests before turning them into a concrete business idea through a series of engaging and practical lessons and tasks.

Features:

- [10-hour course guiding athletes through a step-by-step process](#)
- [Challenged to explore different business opportunities](#)
- [Advice from experts](#)
- Develop practical soft skills
- [Opportunity to attend a two-day workshop run by industry specialists](#)
- Opportunity to receive six months mentorship from business experts

Find out more

Key articles



[Get started: Launch your business](#)



[How to fund your start-up business](#)



[5 athletes accelerating in business](#)



[Let your business be your escape](#)



WHAT'S YOUR BRIGHT IDEA?

Career:



Overview:

Athlete365 Career+ is a programme that empowers athletes to maximise their education and employment opportunities and stride more confidently into a dual or post-sports career.

It supports athletes at all stages of their career, helping them discover their potential and plan for life beyond the world of competitive sport through online resources, advice, peer-to-peer learning, training opportunities and job placement support.

Delivered in partnership with The Adecco Group, the world's leading provider of HR services and solutions, the Athlete365 Career+ programme has helped over 45,000 athletes over 5 continents plan their future transition to life after sport.

Features:

- [What's next: career advice from an expert from The Adecco Group](#)
- [Outreach workshops: in-person sessions from Olympians and/or Adecco manager](#)
- [Online resources](#)
- Online courses:
 - [Step into your next career with confidence](#)
 - [Career Transition: Preparing for Future Success](#)

Find out more

Key articles



[As an athlete, you really do get to live twice](#)



[Seek career advice to help fund your Olympic dreams](#)

Preparation for lifelong excellence



Career:



Career+
Delivered with The Adecco Group



The hunger and ambition to win is something I have taken from sport into my mainstream career.

My Adecco Career+ manager helped me communicate that effectively in interviews. He also connected me to a broader array of job opportunities, helping me step-up my career.”

Frederik Deburghgraeve
Belgium – Swimming



Voice:

Athlete365 Community App



Overview:

The Athlete365 Community App is a secure destination for elite-level athletes and Olympians around the world to come together and help each other through conversation, sharing expertise and providing support. It also enables Athlete365 to help strengthen the Athlete community and continue to make Athletes' lives better.

Features:

- Create and run your own private or public group for your commission, group of friends, or sport
- Share expertise and experiences
- Share key documents and add your point of view
- Receive the latest updates from Athlete365
- Easily message an individual or group
- Broadcast your event announcements
- Email your members directly
- Run group discussions
- Utilise the live calendar feature

[Download the App](#)



**Join the
conversation**

Advice

Finance:

Personal Brand

Overview:

A vital part of being a modern athlete is creating and developing a personal brand.

Personal brand is how athletes' market themselves: their self-portrayal in the public eye and conduct in front of the cameras is all part of it. Whether it involves interviews with select parts of the media, managing their digital presence, or creating sponsorship deals with exciting, innovative companies, athletes are in control of their own, unique personal brand.

We have developed a toolkit to help athletes establish best practices for promoting themselves, supported by insight from experts, athletes and authors.

Features:

- [Downloadable guide to creating your personal brand](#)
- [Expert advice on what sponsors are looking for](#)
- [Personal brand planner](#)
- [Downloadable content calendar](#)
- [Reading list of the best books on the subject](#)

Find out more

Key articles



[What is a personal brand?](#)



[Tell your story](#)



[5 easy steps to finding a sponsor](#)



[Build your brand](#)

MAXIMIZE YOUR
PERSONAL BRAND



Finance:

Airbnb Experiences

Overview:

We've teamed up with Airbnb to help athletes turn their passion into a profitable business through Airbnb Experiences.

Open to all elite athletes – whether they're retired or still competing – this exciting scheme can provide athletes with flexible earning opportunities, by creating unique experiences based on their expertise and interests, and sharing it with others.

From fencing workshops and skiing lessons to city bike tours and guided runs, we're inviting athletes to promote sport, physical activity and show off their passion in a whole new way.

Features:

- Expert advice
- Support and training in setting up an on or offline experience
- Advice and guides on pricing
- Inspiration on experience type

Find out more

Key articles



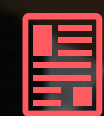
[Host your own Olympic Experience](#)



[Athlete experience: Keisher McLeod](#)



[Athlete experience: Simon Whitfield](#)



[Athlete experience: Pauls Pujats](#)

Share Your Passion!



Worldwide Olympic and Paralympic Partner

Well being:

Stay Positive

Overview:

Helping athletes set new goals and keep moving forward.

The Covid-19 crisis presents big challenges for athletes. Athlete365 offers a wide range of tips and advice on how to stay positive including resources dedicated to helping athletes improve their skills in and outside of sport.

Features:

- Expert advice
- Inspirational athlete stories
- Tips on adjusting goals and what to do now
- Updates from the wider Olympic Movement including IFs, NOCs and WADA
- Relevant news and information from WHO

Find out more

Key articles



[How to stay positive](#)



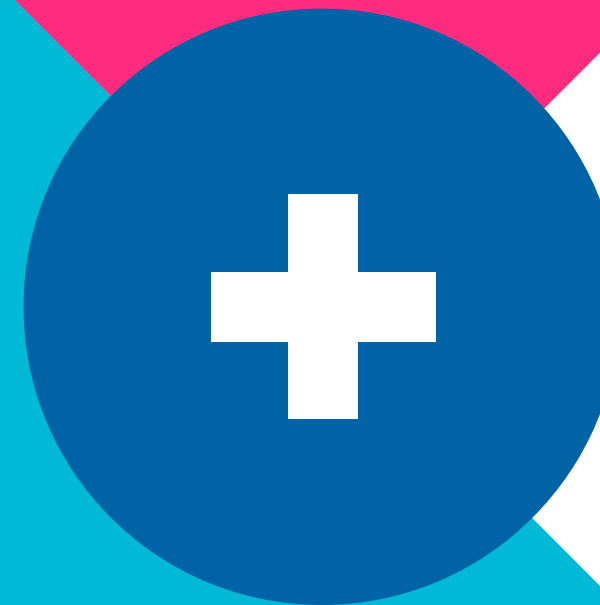
[Use the gift of time](#)



[What is COVID-19](#)



[Athlete checklist before you go into off-season mode](#)



#STAYPOSITIVE



Next Steps

Please use the content supplied to support your athletes.

The website and social assets provided are available to use across your website and social platforms to promote the Athlete365 advice and services.

Please ensure you tag [@athlete365](#) and link to our [website](#).

For further information please contact athlete365@olympic.org
olympic.org/athlete365



Thank you



London 2012
ATHLETE
NETBALL

Athlete
365