

Event Title: Elite Athlete Transition – Bridging People & Possibilities with Purpose

Objective: Ignite a series of conversations that start bridging opportunities for elite athletes enabling them to thrive and deliver meaningful & lasting impact beyond the field. This event will touch on the primary themes across the athlete transition ecosystem, with a view of raising awareness, identifying opportunities and making connections.

Panelists:

- > [Andy Moore](#): Co-Founder of Athlete Career Transition and former professional rugby player and Welsh International. ACT is dedicated to placing elite athletes across the world, into new careers.
- > [Kelly Griffin, OLY](#): Co-captain of the Rio USA Women's Olympic Rugby Sevens team and in the first cohort of Women's players to go professional in the USA, now a working Mum, with a different title!
- > [Phil McGeoghan](#): NFL Athlete in the early 2000's, briefly dabbling in real estate and professional services and then dedicating himself as an NFL coach across multiple franchises. Now, after more Daddy-time transitioning into and corporate SaaS B2B Development with Meridianlink.

Summary of Conversation:

Bridging Opportunities with Purpose- Elite Athlete Transition

The discussion focused on bridging opportunities for elite athletes transitioning into corporate roles. MG highlighted the vast talent pool of 500,000+ athletes in the US, with only 10,000-15,000 becoming professionals. Key challenges include identity loss, support group absence, and experience gaps. Panelists shared their experiences: Kelly Griffin transitioned from rugby to health insurance auditing, Phil McGeoghan from NFL playing, to coaching, and Meridianlink, and Andy Moore from International rugby to real estate and founding Athlete Career Transition – a recruiting company dedicated to placing elite athletes into companies, worldwide. They emphasized the importance of work ethic, determination, resiliency, goal orientation, and problem-solving. Corporations like EY are leveraging athlete talent through structured programs, fostering a sustainable pipeline of future leaders.

Video Link: <https://youtu.be/OMapVboZBwg>

Action Items:

- [X] MG: to send the meeting recording and synopsis to all registered participants.
- [.] Audience: Share content with organizations and individuals interested in further discussions around bridging opportunities for elite athletes.
- [.] Audience: Share intros with MG, regarding potential podcast guests who would add value to senior corporate leaders in considering perspective around elite athlete potential (e.g. could be an athlete, coach, service provider, or senior corporate leader who gets it)
- [.] View Connecting with Purpose, Seasons 1, 2 and (soon to be 3) [here](#), or wherever you get your podcasts. Season 3 will be dedicated to this Elite Athlete opportunity.

Outline:

Connecting Elite Athletes with Corporate Opportunities

- MG introduces the purpose of the meeting, emphasizing the potential of elite athletes transitioning into corporate roles.
- Highlights the large number of elite athletes in the US and the small percentage who become professional athletes.
- Discusses the challenges athletes face during transitions, including identity, structure, community, and experience gaps.
- MG shares personal background as a former rugby player now Purpose and Performance coach, working with Senior Leaders and Teams and looking to apply a similar approach to enable athletes to tap into their best selves, post sports.

Introduction of Panelists

- MG introduces Kelly, Phil, and Andy, each to give a quick introduction.
- Kelly Griffin OLY shares her background as a former rugby player who transitioned from amateur to professional sports, her career in health insurance, and her current dual role in health insurance auditing and rugby coaching.
- Phil shares his background as a two-sport athlete in college, his NFL career, and his extensive coaching experience across various teams and universities.
- Andy shares his journey from professional rugby to a career in real estate and financial services, and his co-founding of Athlete Career Transition which has been helping athletes transition into business roles for the last 15 years.

Challenges and Characteristics of Elite Athletes

- Phil discusses the top characteristics of elite athletes: work ethic, determination, and resiliency.
- Andy adds goal orientation, performance under pressure, and teamwork as key

characteristics.

- Kelly shares a story from her rugby career about problem-solving and adapting to unexpected challenges.
- Discussion on the importance of feedback and goal orientation in both sports and business environments.

Transition Challenges for Elite Athletes

- Andy identifies loss of identity and support group as major challenges for athletes transitioning out of sports.
- Phil emphasizes the importance of radical acceptance and not trying to recreate the dopamine rush of being a professional athlete – you can't.
- Kelly discusses the difficulty of recalibrating goals and effectively communicating her experiences and values in job applications.

Successful Transition Stories

- Kelly shares the story of her Olympic teammate, who transitioned into a career in financial services with a clear goal and support from a welcoming company. The key was re-setting her goal in a timely fashion.
- Phil shares his experience of working with Kobe Bryant and the importance of learning storytelling to inspire the next generation of athletes, through film production, highlighting the importance of intentional networking and storytelling.
- Andy shares the story of Nzinga Prescod, who transitioned into a career in business and founded the Prescott Institute for Sport, using her connections and business skills to give back to her community, to develop young people through the sport of fencing.
- Discussion on the importance of having a clear goal and support in the transition process.

Role of Corporations in Supporting Athlete Transitions

- Andy discusses the potential for corporations to support athlete transitions by creating structured programs such as 6 month internships, enabling both the company and athlete to “Try before you buy”. In the vast majority of cases the athletes are formally hired into the businesses within 2 months.
- Emphasizes the importance of companies being innovative and intentionally investing in talent pipelines.
- Highlights success stories of athletes who have transitioned into corporate roles and achieved significant career milestones.
- Discussion on the benefits for companies in accessing a sustainable pipeline of talented leaders and managers. Coming back to first discussion on characteristics.

Q&A Insights

- Shift and diversify your goals from singular focus to more holistic view of success

Proposed Running Order:

Time	Content
6m	<ul style="list-style-type: none"> ➤ Warm up, welcome ➤ People rolling in. ➤ Chat interactions: One word to describe how you're feeling today. One thing you'd like to get out of today's conversation ➤ Setting the scene: MG to share some background, context for today's event, relevance of purpose. <ul style="list-style-type: none"> ➤ 500,000 D1, D2 Athletes, 98% of whom will not go pro ➤ 10,000 – 15,000 professional athletes in the US, 10 – 20% retiring each year ➤ Pool high potential talent. Research shows vast majority of female C-execs were athletes and not hard to see how some of the characteristics athletes exhibit under extreme pressure, prepare them well for successful careers. ➤ Yet: some major challenges in transition. Identity, Structure, Community, Experience Gap. ➤ Today – look into characteristics, challenges, case studies of transitioning athletes and how companies can play their part and benefit in the process. ➤ Looking at both individual transition and shared opportunities, both benefit from considering purpose. Indiv purpose (define), Shared purpose (right thing, right impact to drive mutual value).
6m	<p>Panelist Intros: Mark to invite each of panelists to intro themselves. 90 seconds each.</p> <ul style="list-style-type: none"> ➤ Kelly ➤ Phil ➤ Andy
2m	<p>Recognition of special guests. MG just to list off names attending. May include:</p> <ul style="list-style-type: none"> ➤ Martin Iosefo OLY (USAR) ➤ Peter Murphy OLY, Founder of NSW Positive Rugby Foundation ➤ Diane Dixon OLY ➤ Joice Maduka OLY, Global Head of Athlete Programs, EY ➤ Al Caravelli (Former USA 7s Head Coach, successful business leader, hirer of D1 and pro athletes) ➤ Brett Dalby – Meridian, hires athletes ➤ Mike Friday (Former USA 7s Head Coach) ➤ Kristin Sommer (Former USANT 15s Captain, Co-Founder of Global Rugby Players Foundation) ➤ Chris Mattina (MLR and Rugby Players Association) ➤ Luke Hume (USA National 15s and 7s) ➤ Robin Parmelin, Eco Sports ➤ Kevin Swiryn (Former USA National 15s and 7s & Board Member) ➤ Nick Robinson, ISC, Sports & Change Agent ➤ Gina Tucci, Mental Health ➤ Salty Thompson, Former Age Grade Coach USAR, Head Eagle Impact Rugby Academy ➤ Tim Fuery CEO TV Forex (CEO, hirer of athletes) ➤ Ben McGregor, Head of Central Programs, Global Rugby Players Foundation

	<ul style="list-style-type: none"> ➤ Neil McCarthy, Head of Player Development, Premiership Rugby <p>Apologies if I missed anyone and indeed to everyone else joining the call – as this really is an all star team!</p>
8m	<p>Characteristics: What are some of the top characteristics athletes exhibit and what is it about elite level sports that uniquely hones or develops these?</p>
8m	<p>Challenges: What are some of the primary challenges athletes face upon transitioning out of elite level sports?</p>
8m	<p>Case Studies / Examples: Could you please share an example of an athlete you know who has transitioned successfully and articulate what elements of their journey could be replicated by others in similar positions?</p>
8m	<p>Corporations: What role could corporations play in more proactively supporting athlete transition. Please consider:</p> <ul style="list-style-type: none"> ➤ What would they get out of it? ➤ What could be getting in the way? ➤ Your view of some potential solutions?
10m	<p>Audience Q&A: MG to open up for questions / pull some questions from the chat for the panel to consider</p> <p>From Kevin Swiryn: The obvious answer to preparing for life after sport is to have a plan of what's next way in advance, but that's difficult for a few reasons:</p> <ol style="list-style-type: none"> 1. For most athletes at the elite level, you have to have a mindset of being all-in to even get there, let alone stay there. How do you manage "Thinking or planning for what's next?" 2. How do you think about what's next at the right time? Especially for those athletes that have careers cut short by injury? <p>In the end, I believe we need more systematic support for athletes throughout their careers and afterwards. We all benefit from their sacrifice. Athletes perform for many as their weekly entertainment. There has to be ways to provide more support/opportunity for transitioning out of sport.</p>
4m	<p>Close and Call to Action:</p> <ul style="list-style-type: none"> ➤ If you didn't register through website, please leave your email: if interested in joining future conversations ➤ Spread the word (share summary / recording) ➤ Introduce folks who may be interested ➤ Podcast guests – Elite Athletes who have transitioned, Business leaders hiring athletes, Senior leaders in the business of sport