

**ATHLETE  
SPEAKER**



**EU**NET OR **WORK** INNOVATION & KNOWLEDGE



**Funded by  
the European Union**

Elite athletes go beyond competition; they serve as strong influencers and role models for society. During their careers, they excel in sports and cultivate a diverse set of soft skills invaluable for their careers.

However, many athletes still encounter challenges in communicating, leading to reduced involvement as agents of social change and missing employability opportunities.

Over the period of 24 months, Athletes Speakers will craft a comprehensive research report on Best Practices in Communications Programs. Drawing from the insights gained through this extensive process, we will then proceed to develop a high-quality online course that aims to design, test, and implement an innovative, tailor-made education and training program that empowers elite athletes by enhancing their communication skills.

The program covers many different topics enabling

athletes with complete tools to succeed in every aspect of their careers:

### **Public Speaking**

Public Speaking is a common fear, but with dedication and practice, you can overcome it and become a confident speaker. In this module, you will discover how to conquer the stage, hold your audience spellbound, and leave an indelible impression.

### **Storytelling**

Stories are powerful if you want to communicate with impact with your audience, to be listened to, and to inspire. The Storytelling module is all about the art of telling great stories: your stories.

### **Social Media**

On the Social Media module, you will be able to am-



#AthletesSpeakers

plify your presence, connecting with fans, sponsors, and the world beyond. Is your profile welcoming for them? Be prepared to optimise your profile in this module and learn the best practices.

### Media Training

Imagine receiving a call from a journalist inviting you to an interview. It's a great opportunity, but you feel nervous and uncomfortable. In the Media Training module, we will guide you through the fundamentals and the do's and don'ts of media interventions.

### Nonverbal Communication

For the Nonverbal Communication module we have prepared a guide to always be aware of your body language, even when you don't say a word. Don't forget that the way you sit, move, shake hands, and gaze are behaviours that reveal who you are and your intentions.

### Job Interview Preparation

Finally, you will master the art of job interviews showcasing your athlete's spirit in the professional arena. In the last module, Job Interview Preparation,

you will learn how to present yourself, show your value and build connections that extend beyond the interview room.

The Athlete Speakers course is designed to be easily accessible, allowing participants to learn at their own pace. It follows an asynchronous format, with exercises at the end of each module to reinforce learning. Upon successful completion of all modules, participants will receive a certificate as a testament to their newly acquired skills.

Our primary objective is to enhance the communication skills of athletes and open doors for their careers in and outside sport, by enabling them with the competencies to speak confidently and well in different scenarios.

Enrolling is straightforward: simply visit the course platform, create your profile, and embark on a journey to becoming a more effective communicator in the world of sport.

## Become an Athlete Speaker

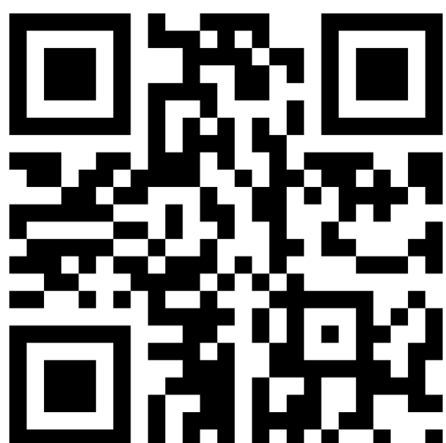
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The Athletes Speakers project is coordinated by the Olympic Committee of North Macedonia, in collaboration with Sport Evolution Alliance, the European Network for Innovation and Knowledge, the Slovak Olympic and Sports Committee, the Bulgarian Paralympic Association, Champions Factory Ireland, and the Spanish Futsal Players Association.

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