



# Balancing athletics and academics

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Director Community Engagement, Right To Play

**BWF WORLD COACHING CONFERENCE**

# Question Time



**Let's get to know  
one another**

# Learning while playing

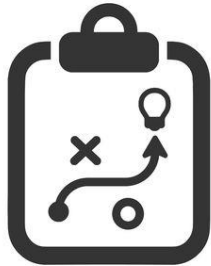
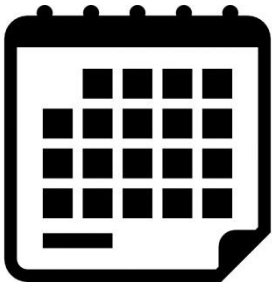
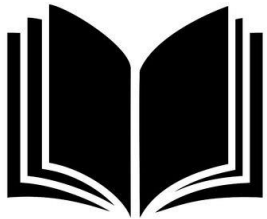
BWF

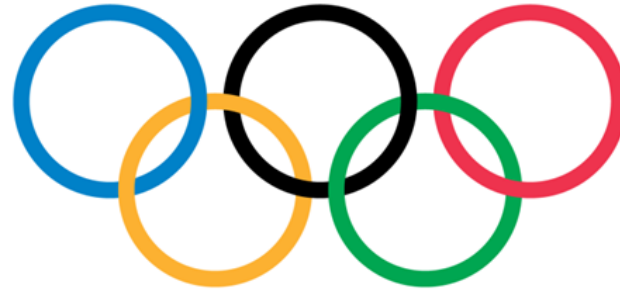


Who can tell what's happening in this photo?



# Whole new world of coaching



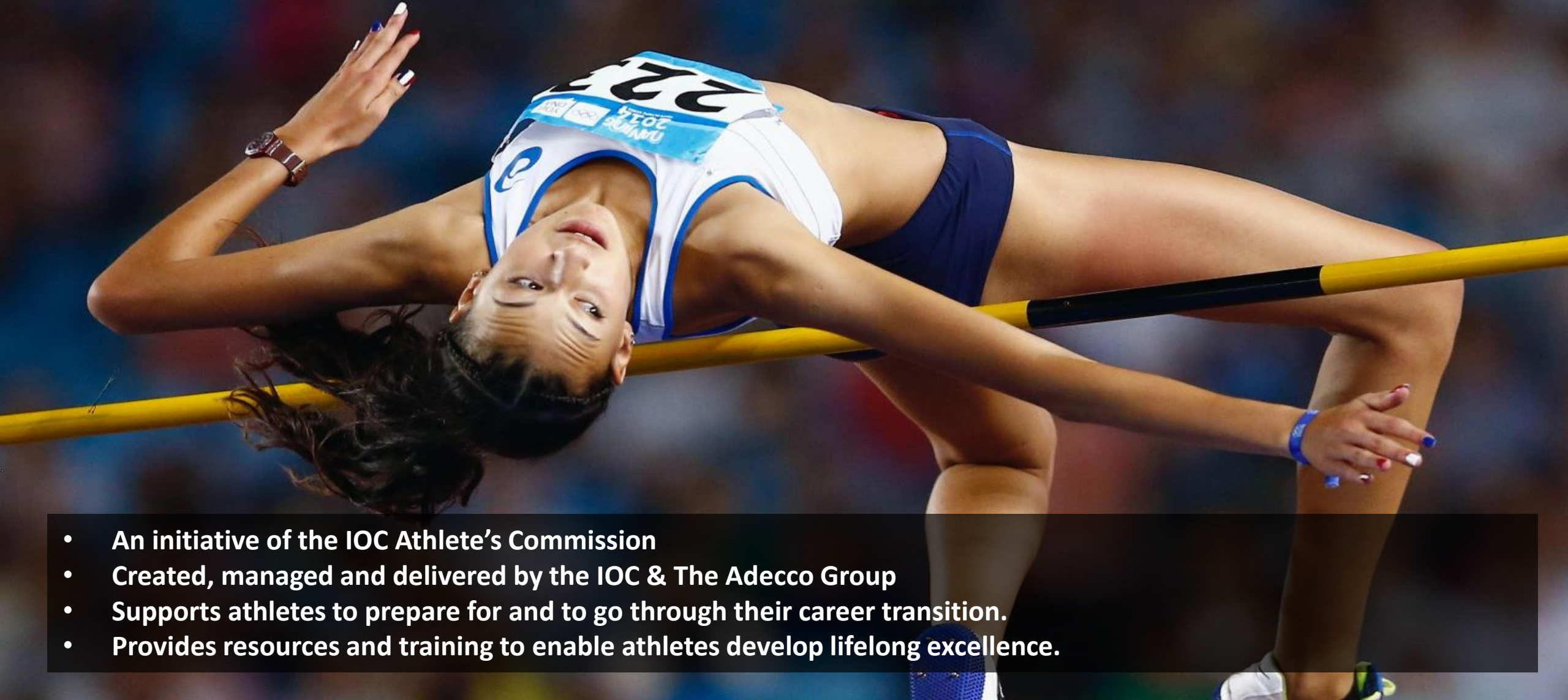


# IOC Athlete Career Programme

In Cooperation with The Adecco Group

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- **An initiative of the IOC Athlete's Commission**
- **Created, managed and delivered by the IOC & The Adecco Group**
- **Supports athletes to prepare for and to go through their career transition.**
- **Provides resources and training to enable athletes develop lifelong excellence.**

**BWF**

A photograph of four students sitting on a staircase made of books. The staircase is built from numerous colorful books (red, green, blue, yellow) stacked in a stepped fashion. One student is lying on the ground at the base, another is sitting on a low step, a third is sitting on a higher step, and a fourth is sitting on the top step. All students are holding and reading books.

A group of approximately 12 diverse business professionals, including men and women of various ages and ethnicities, are posed together against a plain white background. They are all smiling and giving a thumbs-up gesture, conveying a sense of success, approval, or positive feedback. They are dressed in business casual attire, such as blouses, shirts, and jackets.

<https://www.olympic.org/athlete-career-programme>



SPORT

CAREER

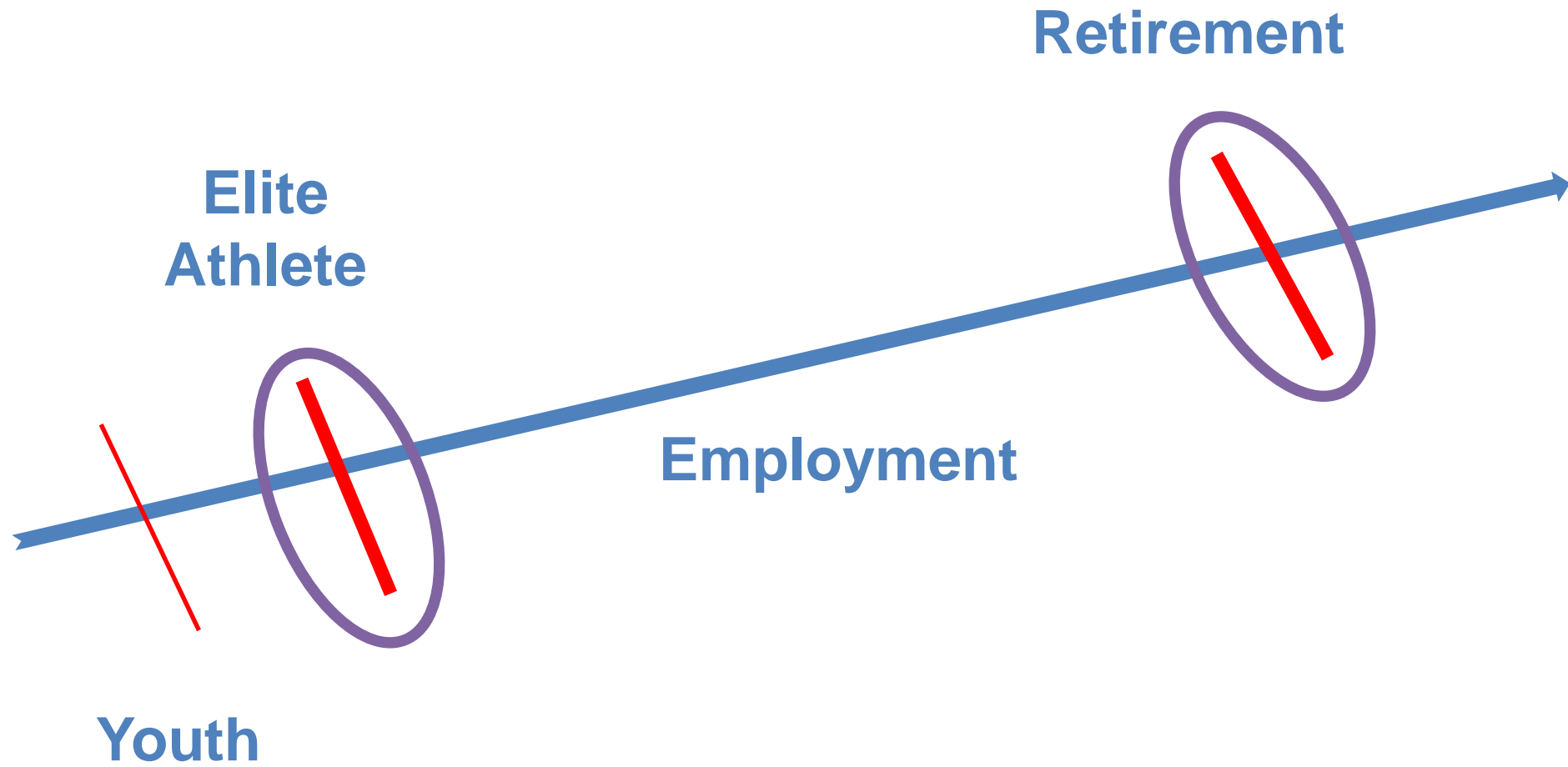
EDUCATION

- Training Hours of an Elite athlete
- Wealth of a retired Olympic athlete

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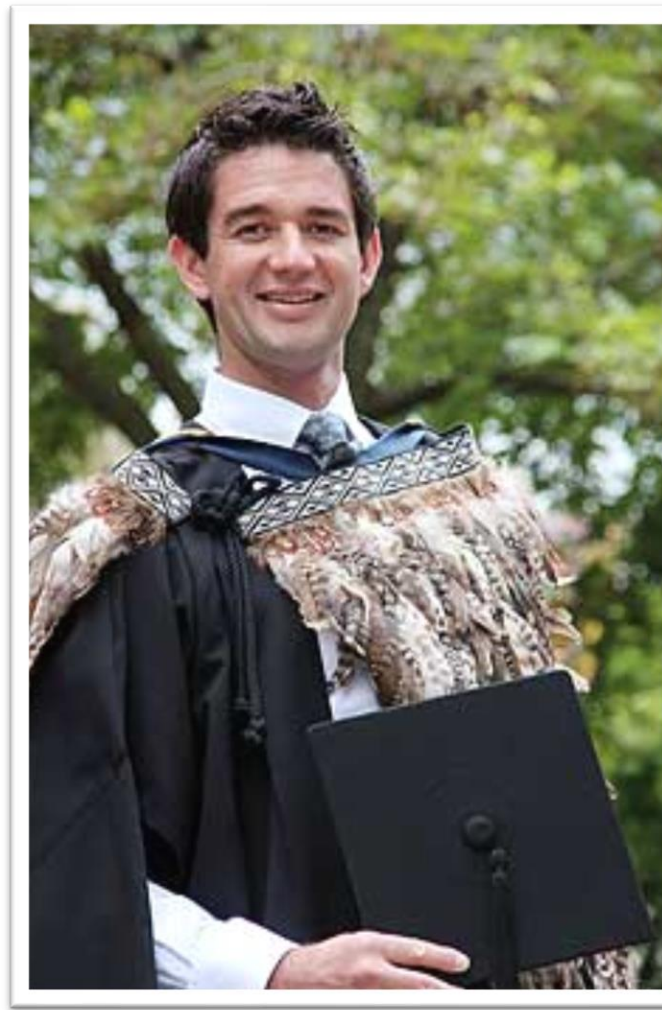


# Athlete Life Span



# Smarter athletes = Better athletes

BWF



**Storm Uru's  
Incredible  
Journey -  
From the  
Olympics to  
Oxford**

# Sport performance benefits of increased education



Perspective

Decision  
Making

Prioritization

Reduced  
Stress

Resilience



An iceberg floating in a blue ocean under a blue sky. The small tip of the iceberg is above the water, while the much larger, jagged base is submerged. The image is used as a metaphor for the mind, with the visible tip representing the conscious mind and the submerged part representing the unconscious mind.

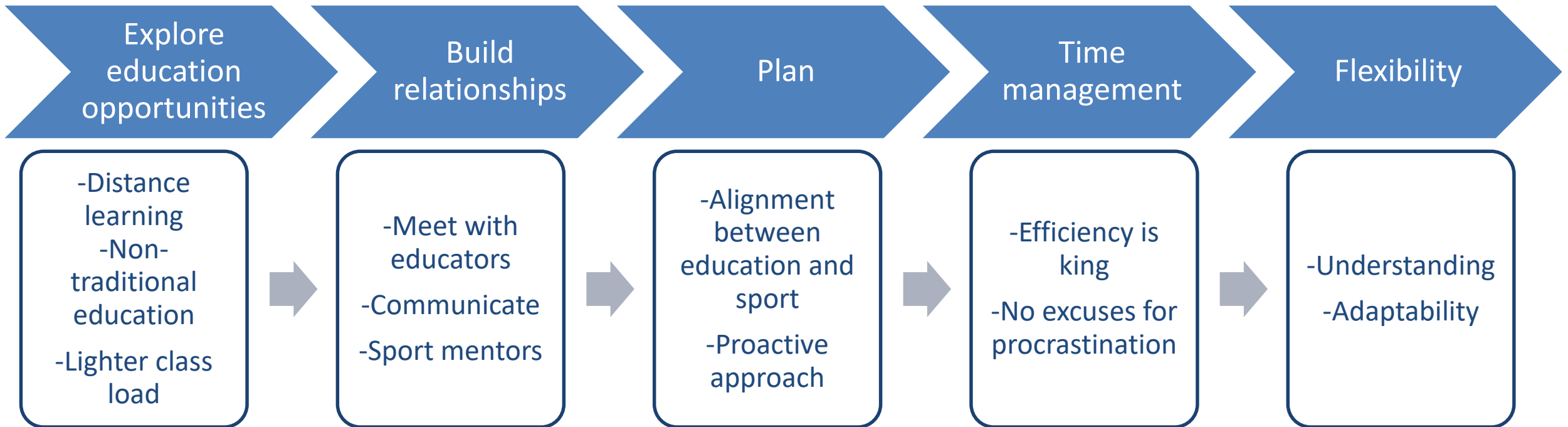
Conscious 5 %

Analyses, thinks and plans,  
short term memory

Unconscious 95%

Long term memory  
Creativity  
Intuition  
Needs  
Expectations  
Emotions/feelings  
involuntary body functions  
Self Perceptions  
Interests, Passions, Desires  
Spiritual connection  
Habits, relationship patterns,  
addictions  
Unresolved Issues  
Self Esteem

# Managing athlete education

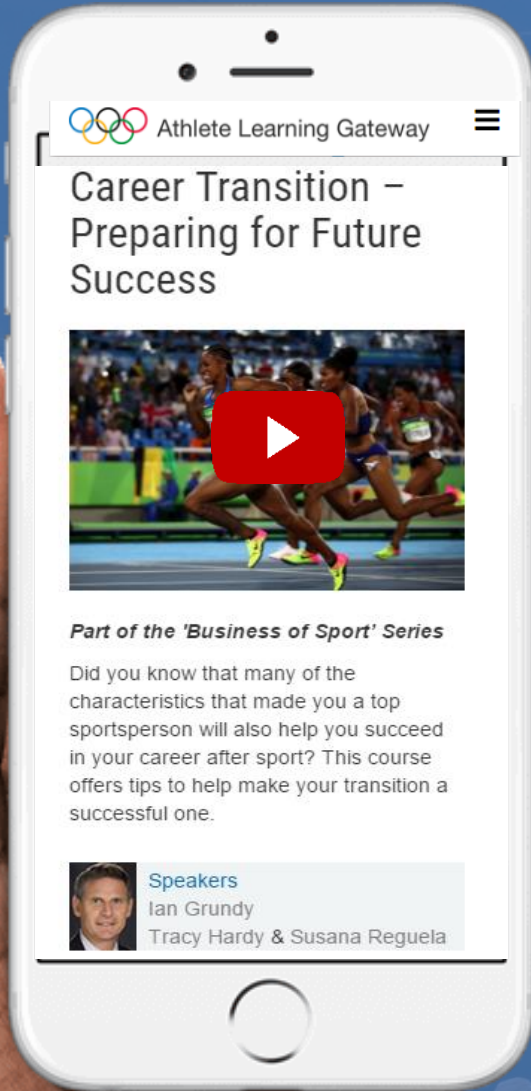


# Athlete Learning Gateway

*Boost your Performance, Shape your Career*

- Over 20 courses to choose from
- Specifically designed to fit in with your busy schedule
- Wide range of topics covered (Sports Science, Business, Career)
- Delivered by the world's finest sporting and professional minds
- Available in English, French, Spanish and Portuguese
- Courses only take 45 minutes to complete
- Access to a thriving community with 2000+ athletes and coaches

Sign up free at: [Onlinecourse.olympic.org](https://onlinecourse.olympic.org)







## Business Start-Up: From Idea to Launch

*Part of the 'Business of Sport' Series*

Do you have a great business idea but are unsure how to make it a reality? If so, join us as we show you how to set up, fund, launch and grow your own business.



Speaker

Dr Lisa Delpy Neirotti



Subtitles: FRA,ESP,POR

LAUNCH COURSE



## Sports Nutrition: Eat to Compete

*Part of the 'Science of Sport' Series*

High energy levels, delayed fatigue and accelerated recovery are all benefits associated with good nutrition. Join us and find out how to take control of your nutrition and take your performance to the next level.



Speakers

Professor L.C. Cameron



# Thank you

## Questions?