

BUSINESS STRATEGY AND TALENT STRATEGY - ALIGNED.

Assessing Hiring And Developing Talent For Performance And Culture.

# Athletes' Career Transition - Risk & Opportunity

Ulrich Seega

**SAND**Partners  
Talent Advisory



# Gary Lineker, OBE



# Paul Gascoigne / Tony Adams



# Ulrich Seega



Deutsche Sporthochschule Köln  
German Sport University Cologne



Morgan Stanley



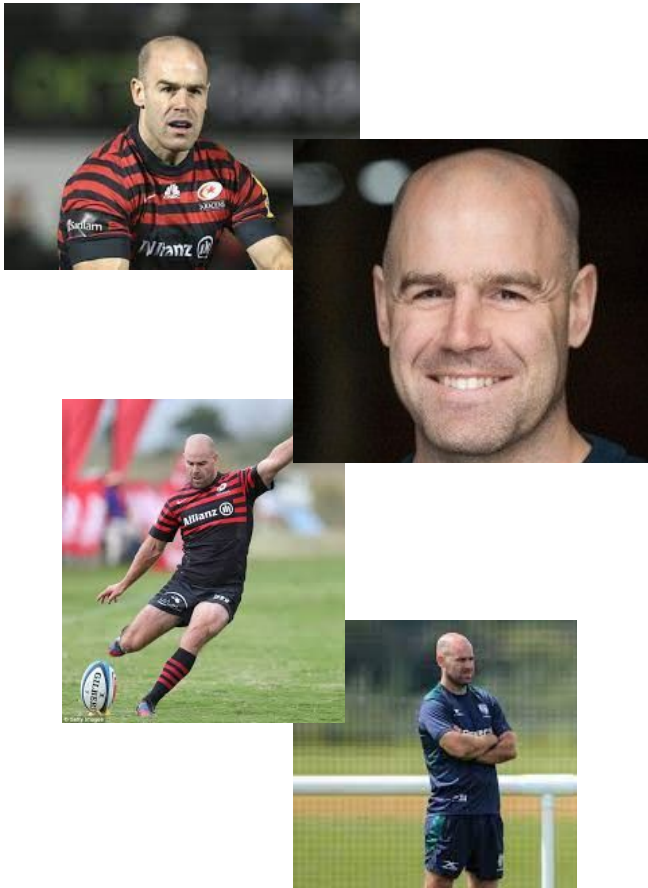
# The Obvious Way?

10 years after the 2010 Six Nations Championship-

- 17 had some sort of involvement in coaching, work in a club or a rugby association
  - (including the best Welsh points scorer of the tournament)
- 9 were still playing
- 7 had jobs outside of Rugby
- 6 we don't know



# Charlie Hodgson



SmithNephew

## Territory Manager

Smith & Nephew · Full-time  
Dec 2020 – Present · 7 mos



## Managing Director

Charlie Hodgson Performance Ltd  
Sep 2017 – Aug 2020 · 3 yrs  
London, United Kingdom



## Saracens RFC

6 yrs 1 mo

### Head of Player Recruitment

Jun 2016 – Jun 2017 · 1 yr 1 mo

### Professional rugby player

Jun 2011 – Jun 2016 · 5 yrs 1 mo



## Rugby player

Rugby Football Union  
Nov 2001 – Jun 2012 · 10 yrs 8 mos

Capped 38 times by England, I currently hold the record for the most points scored by one individual in one England international match.



## Professional rugby player

Sale Sharks Rugby Club  
Jun 2000 – May 2011 · 11 yrs



## Rugby player

The British & Irish Lions  
Jun 2005 – Jul 2005 · 2 mos

Tour to New Zealand.

# Will Jefferson



# Change

# Mind

- Flight - Flee - Freeze
- Active - Passive
- Framing



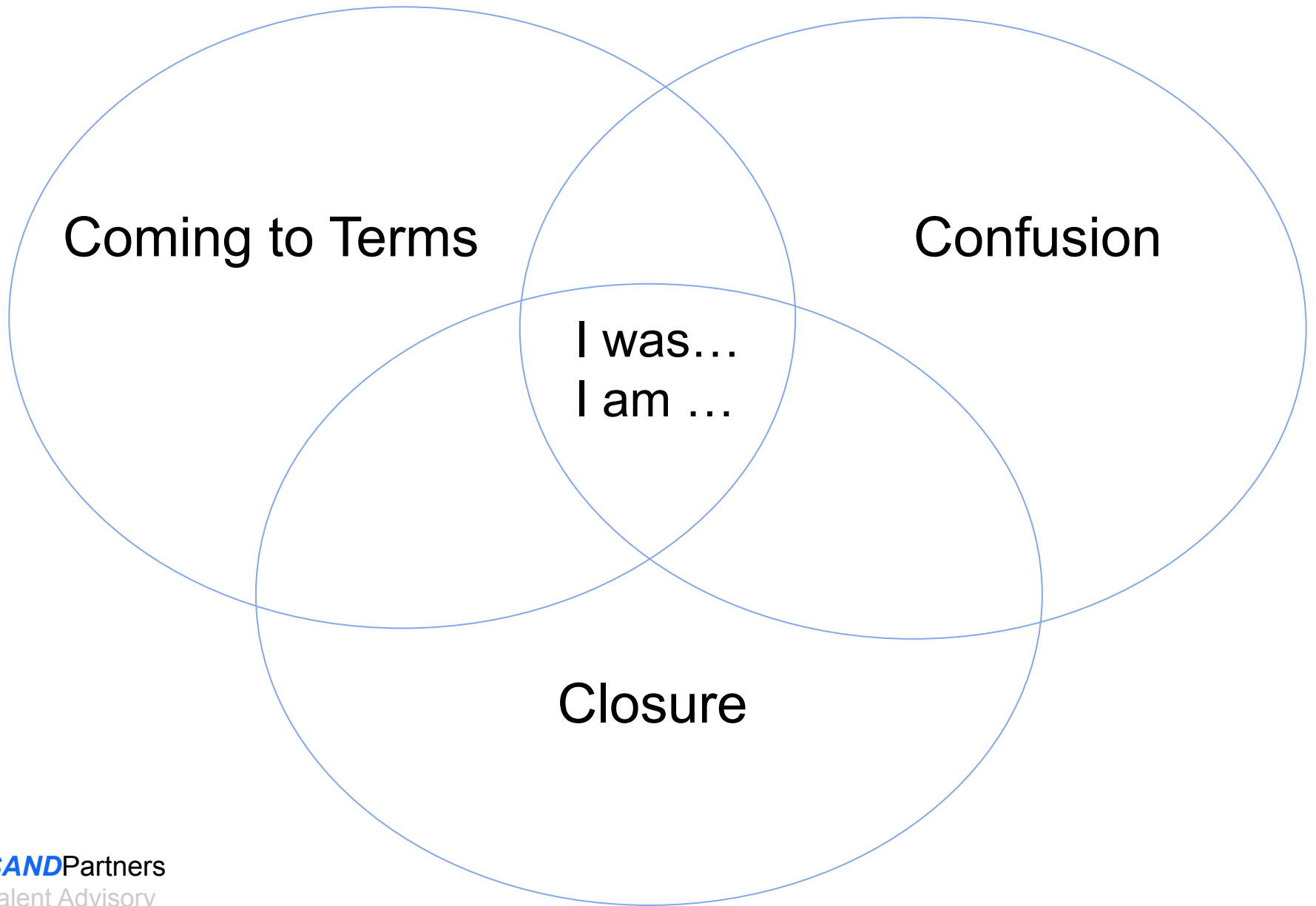
# Change

# Body

- De-Training
- Healthy body - healthy mind!

# Loss of Identity

- Recognition
- Reward



# How to Get Ready?

- Talk, talk, talk.
- Think money. Cents. Not Dollars.
- Grass or Carpet?
- Step by step.

# Through the Lense of the Club

- Athletes
- Sponsors
- Parents

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Thank you!