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ICC and TU CONNECTS to Launch *Life After the Games* Certificate for Elite Athletes

Fort Myers, Fla. – All good things must come to an end. It's part of life and part of sport. What does an athlete or coach do when the clock reads zeroes on their career? The **International Cultural Consortium (ICC)** in cooperation with **TU CONNECTS** is developing *Life After the Games*, a nine-unit practical training program that employs a comprehensive academic curriculum to provide athletes with the education and skills needed to establish successful post-competition careers.

With the *Life After the Games* certificate program, athletes at the elite level will be able to:

- Identify unique personal attributes to assist in the transition process
- Explore career stages and avenues that align with their personal and occupational values
- Develop a unique transition plan
- Master techniques for dynamic financial planning
- Craft a personal brand statement and story that elicits immediate interest and support
- Design or redesign their resume
- Explore strategies to source jobs and professional opportunities
- Review strategies for effective interviewing

The ICC will also coordinate individual and group training featuring Olympians, sport executives, consultants, and scholars, all of whom have experience in both athletics and career development.

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About the ICC

The International Cultural Consortium (ICC) is a registered 501(c)3 non-profit educational institution dedicated to inspiring youths of all ages through life lessons in sport and the arts. Under the direction of five-time Olympian, Dr. Liston Bochette, III, Oly, the ICC has developed and organized deliverable academic materials emphasizing the “Olympian assets” for success derived from the practice of fair play, ethical principles, tolerance, resource management, and respect.

About TIFFIN UNIVERSITY

Founded in 1888, TU has become a premier university for challenging students to enhance their global competencies for success in a diverse world. The University enrolls students in undergraduate and graduate degree programs in Tiffin, Ohio, at several locations in Ohio, online, and in several foreign countries. The campus at Tiffin is a blend of traditional historic and modern buildings, creating a vibrant and warm home for a culturally diverse educational community. Throughout its history, TU has maintained its dedication to providing a professionally focused, learning-centered education to prepare students for successful careers and for productive and satisfying lives of excellence, leadership, and service. Tiffin University’s faculty offers a unique combination of practical application with scholarly knowledge. The TU approach to learning and skill set development insists on connecting students to the workplace as soon, and as often, as possible during their college experience through internships.

About TU CONNECTS

TU CONNECTS is an online non-credit based platform connecting clients and business leaders for solution-based training. It is an innovative approach to connect corporations and Tiffin University through cooperative identification, design, and delivery of relevant workforce development solutions. The purpose of TU CONNECTS is to advance the economic prosperity and well-being of Ohio by assisting in the development and preservation of a quality workforce and by serving as the hub for regional and statewide profession-based workforce development and skills education initiatives.