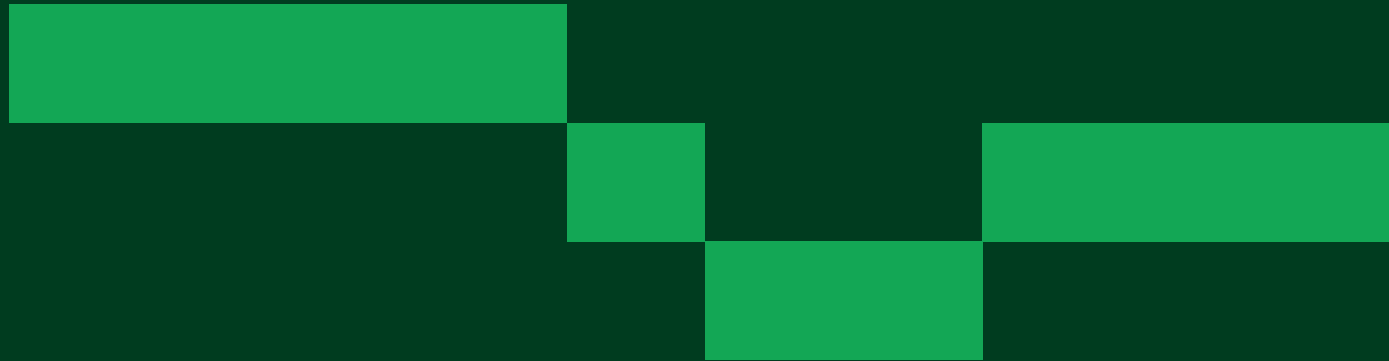


# 4player

A GOOD LIFE – YOUR WHOLE LIFE



SYMPOSIUM 01.12.20

# About 4player

Dual career and PDM unit supporting members of the Danish player & athletes associations

Set up by the PFA

6 full-time and 2 part-time employees

Rasmus N. Haagensen

Head of programme

With 4player since 2007

Former professional handball player

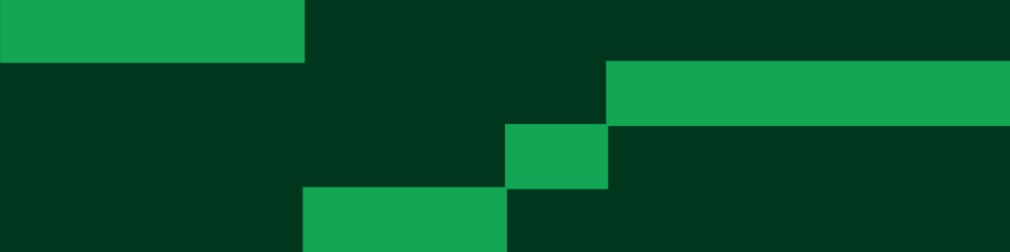
Social science & sport science

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# Vision



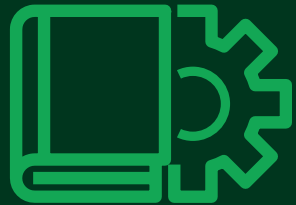
With a focus on the person behind the athlete, 4player wants to ensure elite athletes the possibility to have a good life – their whole life.

4player wants to ensure elite athletes the possibility to get the most out of their sports career, prepare for transition and to have career-satisfaction after the sport.

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# Areas of support



Education  
&  
personal  
development



Job  
&  
career



Mental health

# Members

Approx. 2.400 members in total

Active and former players/elite athletes

Professionals, semi-professionals, amateurs

Football, handball and other sports

Youth and seniors

DIVERSITY

DIFFERENT NEEDS

DIFFERENT APPROACHES

DEPENDING ON NEEDS & FUNDING



# Dual career challenges

- **Prefers sport – can be a lack of motivation for education (no need if pro)**
- **Risk of postponing (I already have a job)**
- **Risk of down-prioritizing education (suboptimal results)**
- **Risk of limited space/flexibility for preparing**
- **Risk of building a strong athlete identity only**
- **Narrow identity and lack of preparing can result in a more challenging transition**
- **Fearing the future can potentially result in lower performance**



# Approach

- we come to the players

- Club visits
- Plenum session + 1:1 talks with the players
- Have the players commit to additional coaching/support 1:1
- Workshops at the clubs
- PDMs assigned to each club building relationships with the players (external / confidentiality)

## REACHING A LARGE NUMBER OF MEMBERS

- have the players come to us

- Direct member communication
- Campaigns & SOME
- Ambassadors & case stories
- Seminars (Entrance & Transition)
- Online tools (Career plan & CVDB)

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# Steps and support

