

FIFA® | PLAYERS **EXECUTIVE PROGRAMME**

FROM THE PITCH TO THE BOARDROOM

Dear football friends,

I am delighted to present the very first edition of the FIFA Players Executive Programme, specifically designed by and for players and coaches.

Players and coaches are the main protagonists of the game and wherever they are in the world, we endeavour to give them all the tools to succeed both on and off the pitch and feel confident in their personal and professional lives, while also providing guidance for their future.

FIFA is also committed to supporting everyone who contributes to football's role as a unifying force in society, and it is crucial to encourage players and coaches to look beyond the pitch, to the aspects of life that can sometimes be overshadowed by the pressures and expectations of daily routines, and that ultimately contributes to uniting people and communities.

This new programme targets these precise aims: to empower the next generation of leaders in football and creating role models for generations to come, with more players and coaches in positions of responsibility. FIFA is committed to developing a community in which every player and coach feels valued, understood and supported, and this programme has been designed with these aims at the forefront of our thoughts.

I look forward to embarking on this exciting journey with you to shape the future of global football together!

Yours in football,



Gianni Infantino

FIFA President





THE SUCCESS PLAYBOOK: NAVIGATING FOOTBALL MANAGEMENT

- / Running a football club, football association or league
- / Youth development and sporting strategies in football
- / Management and leadership skills



PEAK PERFORMANCE: PRIORITISING PHYSICAL AND MENTAL WELL-BEING

- / Mental health and its importance in the life of a footballer
- / Wellness and healthy habits
- / Medical protocols in case of emergency



WINNING OFF THE PITCH: MASTERING LIFE AND FINANCIAL PLANNING

- / Basic financial principles
- / Introduction to the world of business and entrepreneurship
- / Personal finance management



INSPIRE, INNOVATE, INFLUENCE: PERSONAL BRANDING AND COMMUNICATION

- / Personal branding
- / Social media strategy
- / Media communications and public speaking
- / Crisis communication and reputation management



FOR THE WORLD AND FOR THE PEOPLE: THE POWER OF PHILANTHROPY

- / Finding purpose in helping others
- / Social impact
- / Sustainability
- / Building a legacy




BUSINESS CASE STUDIES

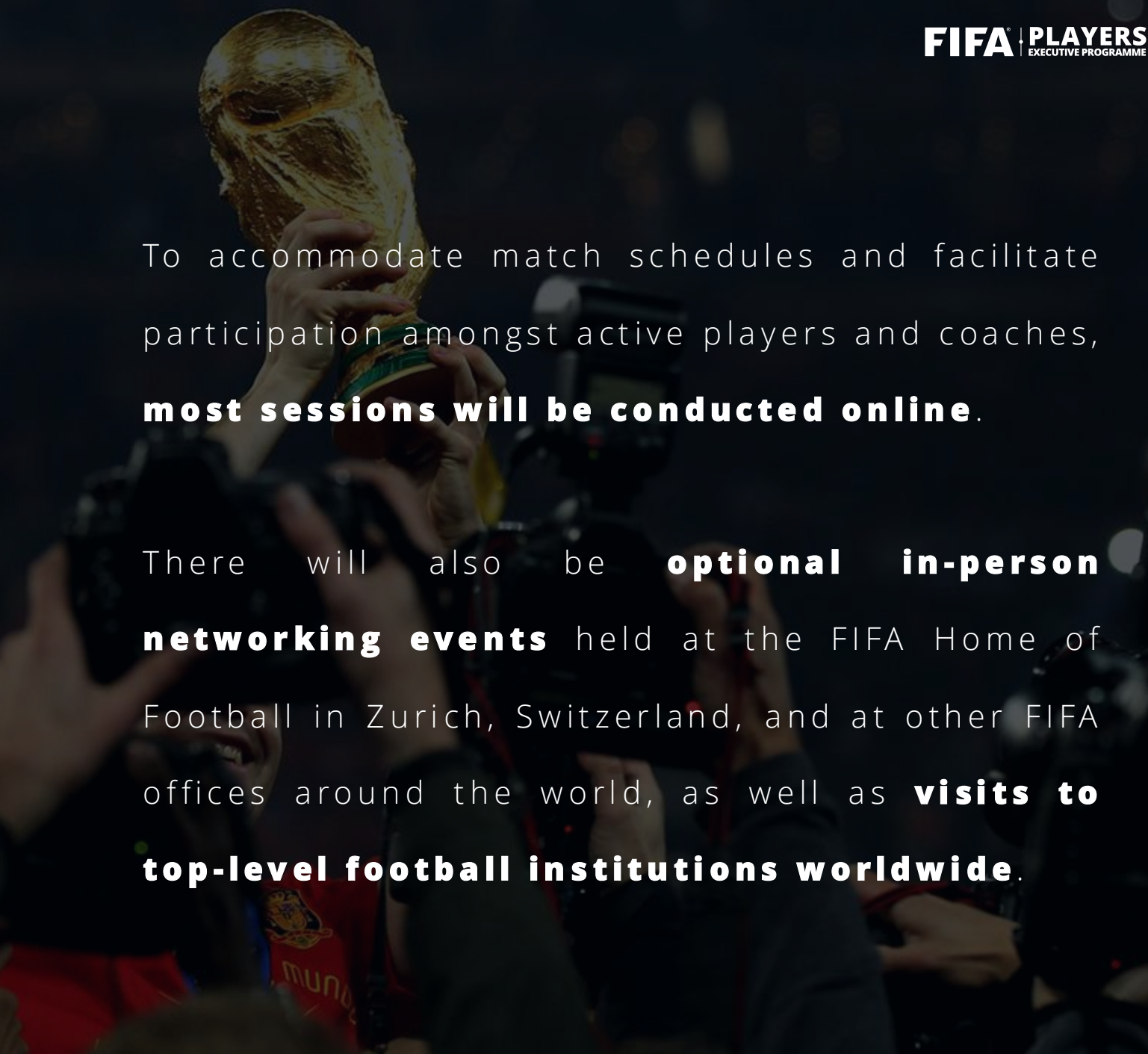


- / Analysis of real business cases from the football, sport and entertainment industries, from a fundamentally practical perspective

These modules will introduce the participants to a variety of **possible future professions** and will help them leverage their expertise in the sport to **maximise their potential after their playing careers**. Furthermore, **tailored sessions** will be held with **facilitators and coaches**, during which the participants will explore possible **pathways for life after football** and receive **guidance** on how to pursue those opportunities effectively.



To accommodate match schedules and facilitate participation amongst active players and coaches, **most sessions will be conducted online.**



There will also be **optional in-person networking events** held at the FIFA Home of Football in Zurich, Switzerland, and at other FIFA offices around the world, as well as **visits to top-level football institutions worldwide.**

Case study approach

This programme transcends traditional learning by combining **group discussions and online engagement**, leveraging the expertise of prestigious academic institutions and executive education programmes worldwide.



DETAILS OF THE PROGRAMME

WHO IS THIS PROGRAMME FOR?

1

PLAYERS

Retired and active professional football players looking to enrich their lives beyond the pitch.

2

COACHES

Former and current professional football coaches aiming to advance their careers and personal development.

WHEN DOES IT TAKE PLACE?

The programme will run from March 2025 to March 2026



2025

2026

TUITION FEES

USD 2,900 (travel and accommodation costs are not included)



1

Benefit from comprehensive knowledge-sharing on all aspects of running a football club, league or sporting institution.

2

Network with world-class former players, club executives, industry experts and respected professionals.

3

Receive a plethora of first-hand insight and perspectives on the latest industry data, research and trends.

4

Gain practical knowledge through interactive presentations and by analysing and discussing case studies.

5

Benefit from a dedicated ecosystem focused on mental health, providing resources and support to address the psychological well-being of players, coaches and other club staff.







ARSÈNE WENGER

FIFA CHIEF OF GLOBAL
FOOTBALL DEVELOPMENT
FORMER HEAD COACH



JILL ELLIS

FIFA CHIEF FOOTBALL OFFICER
FORMER U.S. WOMEN'S
NATIONAL TEAM HEAD COACH



LOTHAR MATTHÄUS

FORMER PROFESSIONAL
FOOTBALL PLAYER and
FIFA LEGEND



**FERNANDO LUIZ ROSA,
"FERNANDINHO"**

PROFESSIONAL
FOOTBALL PLAYER



GIORGIO CHIELLINI

HEAD OF FOOTBALL INSTITUTIONAL
RELATIONS AT JUVENTUS FC
FORMER PROFESSIONAL FOOTBALL
PLAYER and FIFA LEGEND.



LAURA GEORGES

FORMER PROFESSIONAL
FOOTBALL PLAYER and FORMER
GENERAL SECRETARY OF THE
FRENCH FOOTBALL ASSOCIATION



DENNIS WISE

FORMER CEO, COMO
1907,
FORMER PROFESSIONAL
FOOTBALL PLAYER

**DEMY DE ZEEUW**

Demy (Netherlands) is a former professional footballer who played for several European clubs and the Netherlands national team, including at the 2010 FIFA World Cup™.

In 2012 he co-founded 433, the largest social sports community in the world, which has more than 75 million followers, and in 2013 he co-founded the fashion brand BALR.

**JULIE UHRMAN**

Julie (USA) is the co-founder and president of Angel City FC, one of the most recent clubs to join the NWSL (in 2022), and currently the most valuable women's club in the world.

Julie also has extensive experience as an advisor, founder, and CEO in private companies in various sectors.

**BOJAN KRKIĆ**

Bojan (Spain) is a former professional footballer who played for top clubs in Europe (including FC Barcelona, AS Roma, AC Milan and Stoke City), Japan and Canada, as well as the Spain national team.

He currently works as the Football Coordinator at FC Barcelona and is an investor in several companies across different sectors.

**KARINA LEBLANC**

Karina (Canada) is one of Canada's longest-serving professional football players and has participated in five FIFA World Cups.

She now serves as the General Manager and President of Soccer Operations at Portland Thorns FC, the winningest club in the NWSL.

Karina is also a UNICEF Ambassador and the President of the Karina LeBlanc Foundation.

**GARY VAYNERCHUK**

Gary (Belarus/USA), LinkedIn Top Voice, is a serial entrepreneur (early investor in Facebook, Twitter, Snapchat, Uber...) with more than 40 million followers across social media and considered one of the leading global minds on what will happen next with respect to culture, relevance and the internet.

Today, he helps Fortune 1000 brands leverage consumer attention.

APPLICATION AND ADMISSION PROCESS

The application window opens on

1 December 2024

and closes on

20 January 2025

Click on the button below to fill in an application form:

APPLY NOW

The Academic Board will review all applications and select up to 40 participants.

CONTACT

Any questions related to the FIFA Players Executive Programme can be addressed to:

Ornella Desirée Bellia

Director of Professional Football Relations and Development

Gelson Fernandes

FIFA Deputy Chief Member Associations Officer

playersprogramme@fifa.org

The logo features the word 'FIFA' in a large, bold, white sans-serif font, followed by a registered trademark symbol. A thin vertical line with a small white dot at its base separates 'FIFA' from the word 'PLAYERS', which is also in a large, bold, white sans-serif font. Below 'PLAYERS', the words 'EXECUTIVE PROGRAMME' are written in a smaller, all-caps, white sans-serif font.

FIFA[®] | PLAYERS EXECUTIVE PROGRAMME

FROM THE PITCH TO THE BOARDROOM