



THE MLBPA/MLBPAA CAREER TRANSITION PROGRAM

Our Goal

To help you identify and take your next career step with speed, confidence, and a sense of control.

Our Approach

Our Career Transition Program is tailored to your situation. You may follow one or more of the following paths as determined by your needs and interests. Each path begins with an assessment of your underlying career and lifestyle needs, work history, and exploration of your options. The Ayers Group will assist you with all aspects of the processes described below, regardless of the path you ultimately choose.

<p>IF YOUR GOAL IS EMPLOYMENT IN A BUSINESS SETTING</p>	<p>MARKET RESEARCH & STRATEGY</p> <ul style="list-style-type: none"> › Development of strategic positioning and marketing tactics › Creation of a detailed job search plan › Research on companies, search firms and key players › Networking and interview consultation › Development of high impact self-marketing materials 	<p>IMPLEMENTATION OF JOB SEARCH PLAN</p> <ul style="list-style-type: none"> › Continuous review and coaching on job search plan › Strategies in negotiating offers and structuring an employment contract › Advice in closing your search and transitioning into your new work environment
<p>IF YOUR GOAL IS START-UP OR SELF-EMPLOYMENT</p>	<p>MARKET RESEARCH & STRATEGY</p> <ul style="list-style-type: none"> › Assessment of "fit" for entrepreneurial ventures › Definition of steps and techniques for starting your business venture › Evaluation of business concept and market research › Development of a solid business plan and marketing materials › Referrals to start-up/acquisition specialists and former clients who have successfully started ventures 	<p>IMPLEMENTATION OF ENTREPRENEURIAL PLAN</p> <ul style="list-style-type: none"> › Ongoing interaction with venture or self-employment specialists and advisors › Continued analysis of customer base, sales/marketing tactics, and operations › Refinement of organizational and business/product structure › Initiate go-to-market-plan
<p>IF YOUR GOAL IS STAYING IN THE GAME</p>	<p>MARKET RESEARCH & STRATEGY</p> <ul style="list-style-type: none"> › Networking and positioning strategies to general managers and front office staff › Assessment of "fit" for coaching and front office roles › Evaluation of minor league coaching realities and your current lifestyle 	<p>IMPLEMENTATION OF STAYING IN THE GAME</p> <ul style="list-style-type: none"> › Continuous review and coaching on networking while playing › Strategies in moving from player to coach › Advice during initial period in your new role

CAREER TRANSITION PROGRAM

This professional service offering provides the tools and guidance needed to conduct a successful job campaign and is customized to fit each individual's needs. We offer one-on-one consulting, instructional seminars, group coaching, and networking sessions. We partner with each individual to confidentially provide critical feedback, strategy and support. Access to Momentum™, a career information website and online foundation of the CTP, is available until a new job is landed.

ORIENTATION AND ASSESSMENT	JOB SEARCH CAMPAIGN PREPARATION AND STRATEGY
<ul style="list-style-type: none"> › Defining and prioritizing critical issues, preparation of post-baseball goals › Comprehensive assessment of skills, values and interests › Exploration of possible career shift and career change 	<ul style="list-style-type: none"> › Resume and cover letter development, market evaluation and development of an individualized self-marketing strategy › Research assistance including the generation of employer target lists and in-depth analysis of employer targets
EXECUTING AND IMPLEMENTING THE PLAN	FACILITIES AND SUPPORT
<ul style="list-style-type: none"> › Customized skill building and individual coaching on interviewing, networking, offer evaluation and negotiation › Recorded sessions for networking and interview practice 	<ul style="list-style-type: none"> › Access to more than 200 offices worldwide and administrative support › Face-to-face consulting on any career questions › Access to internet based tools and research

RESOURCES FOR A SUCCESSFUL CAREER TRANSITION

- › Individualized one-on-one consulting from designated career transition consultants
- › Unlimited access to our webinars and Momentum™ consisting of research databases, job listings, job leads, recruiter listings and calendar of events
- › Seminars on Resume Development, Self-Marketing, Interviewing, Networking, Salary Negotiation, LinkedIn and other Social Media, Research Skills, Financial Awareness
- › The Ayers Group, CPI's Guide to Successful Re-employment Workbook
- › Connections to job leads through access to career professionals and alumni network
- › Group sessions providing networking, job search "best practices" and peer support
- › Spotlight Sessions: comprehensive analysis of job search campaign by senior consultants
- › Career assessment and consultation
- › Evaluating and planning for entrepreneurial options such as start-up businesses and franchising

INVESTMENT

Access to Momentum™ is free to the Players as a benefit earned by being a Major League Player. Introduction to the 12 Session Program will be a shared investment between the Player and MLBPA/MLBPAA. The Player is of no obligation to sign up for the 12 Session Program. Further pricing information is available upon request.

WHO WE ARE

The Ayers Group is one of the most respected global career transition consulting firms with over three decades of experience in working with professionals and firms across a broad spectrum of industries and functions. We have helped people launch efficient and effective job searches and explore new careers in the most challenging markets. We look forward to working with you in support of your search.

To get started or learn more,
please visit:
ayers.com/mlbpa

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