

WHERE TO

A resource dedicated to student-athletes and their Life after Notre Dame.



LAND

FALL 2024

POST-ATHLETICS CAREER TRANSITION: TRU®



Project LAND is excited to partner with the career discovery and development platform, tru®, as we expand our career transition services for former student-athletes, managers, and trainers. The tru® and LAND collaboration is thanks to one of the University of Notre Dame's own, Vince Phelan, ND '88, starting punter for the 1987 Fighting Irish Football team, First Team Academic All-American, and Monogram Club member.

Vince is Chief Marketing and Strategy Officer for BreakThrough Performance Systems (BPS), the company behind tru®. Prior to BPS, he served as a marketing leader in several industries where he coached and helped develop team members realize their full potential and career success. Vince is excited to bring the tru® approach to former athletes – a self-discovery journey that creates a pathway to greater meaning and satisfaction in work and life.

HOW DOES THE PARTNERSHIP WITH TRU® WORK?

tru® reveals what is uniquely fulfilling to each person; in other words, their truSelf. It mines a former athlete's Peak Experiences – times when they were achieving at a high level and energized and satisfied with their efforts and results. With clarity on the roles, values, needs, and skills that rise to the top, and the ideal environment in which they can thrive, participants are empowered to build a powerful My Path Forward plan that better utilizes these strengths in their daily work.

Through the partnership with tru®, LAND will cover the cost of a one-year individual subscription to the tru® platform. The subscription includes:

- Access to the Strength Realization platform
- Unlimited ability to add and analyze Peak Experiences
- Update the truSelf Portrait, where the individual's unique strengths and aspirations combine for optimal performance, energy, and satisfaction
- Maintain My Path Forward to track progress in pursuing truSelf expression and ongoing development

HOW OUR PARTNERSHIP COMPLEMENTS LAND'S CAREER SERVICES

LAND's current career services focus on the technical aspects of career transition. We provide invaluable support through résumé curation, LinkedIn profile optimization, networking strategies, and mock interviewing sessions. These services equip our former student-athletes with the practical tools needed to navigate the job market effectively.

The partnership with tru® brings a crucial and complementary dimension to our career services. While LAND helps with the “how” of career transition, tru® addresses the equally important “why.” Their platform delves into self-discovery, helping individuals uncover their unique strengths, motivations, and aspirations. This introspective approach ensures that our former athletes not only find a job but also discover a career path that aligns with their true potential and passions.

HOW TO GET STARTED

Whether you are just starting your career but unsure of the best direction to take, a few years into a job but unable to say “I love what I do,” or wondering if your skills and experiences could offer new, more fulfilling opportunities, email LAND Program Manager Brandyn Curry to begin the journey with tru® and a career meant for you – why settle for anything less?