

Learning Objectives

A&MPLIFYONE

Social Media
Self-Awareness
Personal Branding
Innovation
NIL Law
Contract Negotiation
Time Management
Personal Finance

A&MPLIFYALL

Leading with Strengths
Creativity & Problem Solving
Building Business Teams
Powerful Presentations
Marketing
Management Strategy
HR Management
Accounting

Scan code or visit
our website

tx.ag/AmplifyU



Mays Business School has partnered with Texas A&M Athletics to create a custom program to help student-athletes differentiate themselves, maximize their personal brands, and leverage their innate abilities for success in business.

A&MPLIFYU participants will learn from Mays Business School faculty and former Aggie Athletes about important business, leadership, & legal topics.

Participants will have opportunities to apply what they learn through competitions and other experiential learning activities such as etiquette events, networking mixers, and perspective sessions with former athletes and industry representatives.

A&MPLIFYU has two 4-day intensive courses

- **A&MPLIFYONE** : Focus on personal development - strengths, personal branding, self-awareness, personal finances, NIL Law, and entrepreneurial decision-making.
- **A&MPLIFYALL** : Focus on the language of business and leadership-creativity, problem-solving, accounting, marketing, and strategy.

A&MPLIFYU supports its alumni with additional resources and opportunities including

- **A&MPUP**: Biennial motivational conference that creates an opportunity for student-athletes and former student-athletes to stay connected.
- AmplifyU.tamu.edu: Online community of AmplifyU alumni, former athlete business leaders, and industry partners. Designed to facilitate the sharing of business knowledge, best practices, and candid advice.

A&LIFYONE

A&LIFYALL

Monday	Tuesday	Wednesday	Thursday
9:00-10:00 Former Athlete Perspective <i>with Breakfast</i>	9:00-10:00 Former Athlete Perspective <i>with Breakfast</i>	9:00-10:00 Former Athlete Perspective <i>with Breakfast</i>	9:00-10:00 Former Athlete Perspective <i>with Breakfast</i>
10:00-1:00 Strengths & Self-Awareness	10:00-1:00 Personal Finance & Money Management	10:00-1:00 Personal Branding	10:00-1:00 NIL Law & Contract Negotiations
1:00-2:00 Lunch Break	1:00-2:00 Lunch Break	1:00-2:00 Lunch Break	1:00-2:00 Lunch Break
2:00-5:00 Sales Process & Pitch Development	2:00-5:00 Innovation	2:00-3:00 Time Management	2:00-3:00 Competition Practice
		3:00-5:00 Social Media Marketing	3:00-5:00 Sell Your Story Pitch Competition
5:15-8:15 Showing Up Well Networking Etiquette		5:30-8:00 Award Ceremony & Networking Mixer	

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10:00-1:00 Leading with Strengths & Teams	10:00-1:00 Marketing	10:00-1:00 Accounting & Finance	10:00-1:00 Management Strategy
1:00-2:00 Lunch Break	1:00-2:00 Lunch Break	1:00-2:00 Lunch Break	1:00-2:00 Lunch Break
2:00-3:30 Creativity	2:00-3:30 Marketing	2:00-4:00 HR Management	2:00-3:00 Competition Practice
3:30-5:00 Problem Solving	3:30-5:00 Project Introduction & Presentation Skills	4:00-5:00 Project Work	3:00-5:00 Team Competition
5:15-8:15 Etiquette Dinner		5:15-8:15 Resume Development & Dinner	5:30-8:00 Award Ceremony & Networking Dinner

2023 Program Dates:

- **A&LIFYONE** : January 9-12 or May 15-18
- **A&LIFYALL** : May 22-25

2023 Program Information:

- At Mays Business School in College Station
- All meals included
- Participants will have exposure to potential non-institutional NIL partners
- Opportunities to network with faculty, former athletes, and industry professionals
- Certificate awarded upon course completion
- Programs appear on your transcript as a 0-credit S/U course from Mays Business School
- Company leaders will participate in each Amplify U program offering guidance and career opportunities.

