



Guiding people across cultures

CULTURELINK SPORTS CONSULTING

International talent needs more than a spot on the roster.

Recruiting an international athlete is one thing. Helping them feel at home, understand their new environment and become part of the team is another. That's where CultureLink comes in.

FOR SCHOOLS · COLLEGES · CLUBS · COACHES · AGENTS · ATHLETES

What you actually get

Four situations every coach has seen, and the concrete tool we use for each one.

"He nods in every meeting... and still hasn't understood the system."

Player profile for the coaching staff

Before the player arrives, a one-page brief on how he is used to receiving feedback, how he shows doubt, what motivates him and what to watch for in the first weeks. Then a 30-minute call with the staff to go through it.

You get: One brief per player · one call with your staff

"Homesick by October, talking about going home at Christmas."

Arrival & first-90-days follow-up

Two preparation calls before departure, then a video check-in every two weeks for the first three months, in the player's own language. The family knows who to call.

You get: A contact person in the player's language · early warning to staff, with the player's agreement

"Too direct for the locker room, or not direct enough."

Team integration workshop

A half-day on site: first with the international players, then with coaches and staff, then everyone together to agree on how the team communicates.

You get: Shared team communication rules · a written summary afterwards

"Cleared by the NCAA, refused by admissions."

Academic file & timeline check

We organise the academic file with the family early, flag missing credits or documents, and build the calendar of deadlines for both the NCAA and the school. Official decisions stay with the NCAA and the school.

You get: A written timeline and document checklist

Concrete steps, whoever you are

College or school

Before arrival: player profile for your staff, two preparation calls with the player

First semester: check-ins every two weeks, family included

Start of season: team integration workshop

End of semester: short written review with your staff

Club

Before arrival: briefing for the player on the country, the club and the league

For the coach: player profile and a call with the staff

First weeks: settling in: housing, paperwork, city, family

During the season: regular check-ins and a mid-season review

Agent

Before signing: a destination briefing for your player: league, club culture, daily life

After signing: integration follow-up so the move works

For you: regular updates on how your player is settling

Why it matters: a player who settles keeps his value

Athlete & family

Before choosing: what to really expect, and a check of the academic file

Before leaving: preparation sessions, family included

After arrival: someone to call, in your language

First months: regular check-ins until you feel at home

Start small

One player's follow-up or a single workshop. No annual commitment: you judge the work first.

A player who feels at home has one less thing to fight.

Pricing: quote on request, depending on format and number of participants. Travel billed separately.



Marcelo Simeone

FOUNDER, CULTURELINK CONSULTING · GENEVA

"I've been the newcomer in nine countries. I know what the first months feel like, and how much they decide."

Basketball, from both sides

Youth player at SOGIPA, Porto Alegre, at U16 and U18 level: top scorer of the state championship three years in a row, selected for the Rio Grande do Sul and Paraná state teams. Today a basketball parent who has lived the European-American recruitment process.

Started abroad at 16

Studied and worked in Kentucky, USA, as a teenager.

Nine countries

An international hospitality career: opened three hotels, recruiting and leading multicultural local teams.

Six languages

French, Portuguese, English, Spanish, Italian and German. Most players can talk to me in their own language.

Let's talk about your international roster

Whether you're welcoming your first international recruit or managing players from several countries, I'd be glad to discuss the challenges your program faces. Athletes and families are welcome to write too.

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