



CLARITY



COMMUNICATE

C4

CONFIDENCE



CHECK-IN



C4

ATHLETE PATHWAY EDUCATION PROGRAM

FOR GYMNASTICS SINGAPORE

Presented by The Brand Builders

GUIDEBOOK FOR FACULTY

GROUP WORK SESSION #1

GROUP WORK SESSION #1 - "Athletes will identify their unique brand elements and set goals for their athlete brand."

INSTRUCTIONS

Step 1 Read Topic Intro (this page)

Step 2 Explain Activity #1 Template (page ##)

Step 3 Activity #1 Instructions (page ##)

Step 4 Explain Activity #2 Template (page #)

Step 5 Activity #2 Instructions (page #)

TOPIC INTRO

READ THIS ALOUD TO ATHLETES

In this session I am going to take you through the simple and fun process of identifying your unique athlete brand.

Remember the workshop that we did online last week with Vickie and Charlotte, where they explained what an athlete brand is, and that you all have one!

Well, today I will help you identify what goes into each element of your personal brand.

Then towards the end of the session we'll look at some goals for you based on your brand elements and what you might like to achieve and create during this C4 program.

You will leave today with:

- Your unique athlete brand
- 3 goals to work on in the C4 program

My best advice is just try your best, have fun and help each other! So let's get started!

GROUP WORK SESSION #1 - EXPLAIN ACTIVITY #1

READ THIS ALOUD TO ATHLETES

Take a look at the Athlete Brand Elements diagram on Page 2 of your workbook. Today you will be identifying things from the 7 elements of your brand.

The activity is going to take about 1.5 hours (don't worry, we'll take a break!).

This activity is about reflecting on what you know about yourself and how you want the world to see you.

Try to just be yourself! You don't need to try to be somebody else... this is all about who you are, and also a bit of who you want to be... the best version of yourself.



You can put in things that you haven't started doing yet! For example, you're interested in art but you're yet to pick up a paint brush.

Or you might identify that you want to be seen as more outgoing but you're still working on putting this into action.

Your brand is made up from all areas of your life, not just those related to your life as an athlete.

So don't be afraid to put in interests or passions that have nothing to do with sport..

GROUP WORK SESSION #1 - ACTIVITY #1 INSTRUCTIONS

READ THIS ALOUD TO ATHLETES

Over the next 7 pages of your workbook I'm going to help you identify 2-4 things in each of your brand elements.

The activity is going to take about 1-1.5 hours....so if you need to take a quick comfort break in this time please do and then come straight back.

Each Element will take about 10-15 minutes to do....and we'll have some little chats about it as we go through the activity.

Please turn to Page 3 and we'll start with identifying your Values.

NOTE: Do one element at a time, and read the description and instructions for each element. Turn to the next page to begin!



YOUR VALUES

Values – The characteristics and behaviours you value most and guide your decision making about how you behave and how you like others to behave. E.g. integrity., kindness, hard work etc.

WHAT ARE YOUR VALUES?



Instructions – Write down all the attributes, behaviours and traits you like in yourself and others.

See the list of values on the next page if you get stuck or need inspiration.

You can start by creating a bigger list and then narrow it down to end up with 3-5 values (so look for similar words and choose the one that best sums it up).

If you get stuck thinking about your values based on how you behave...have a think about the kind of values you see other people demonstrating.

You can do this by thinking of someone you admire, and think of the words you might use to describe them such as humble, kind, caring etc.

A HELPFUL LIST OF VALUES.....

Use this list to help identify your 3-5 core values.

Abundance
Acceptance
Accountability
Achievement
Advancement
Adventure
Advocacy
Ambition
Appreciation
Attractiveness
Autonomy
Balance
Being the Best
Benevolence
Boldness
Brilliance
Calmness
Caring
Challenge
Charity
Cheerfulness
Cleverness
Community
Commitment
Compassion
Cooperation
Collaboration
Consistency

Contribution
Creativity
Credibility
Curiosity
Daring
Decisiveness
Dedication
Dependability
Diversity
Empathy
Encouragement
Enthusiasm
Ethics
Excellence
Expressiveness
Fairness
Family
Friendships
Flexibility
Freedom
Fun
Generosity
Grace
Growth
Flexibility
Happiness
Health
Honesty

Humility
Humour
Inclusiveness
Independence
Individuality
Innovation
Inspiration
Intelligence
Intuition
Joy
Kindness
Knowledge
Leadership
Learning
Love
Loyalty
Making a Difference
Mindfulness
Motivation
Optimism
Teamwork
Thankfulness
Thoughtfulness
Traditionalism
Trustworthiness
Understanding
Uniqueness
Usefulness

Versatility
Vision
Warmth
Wealth
Well-Being
Wisdom
Zeal
Zest
Zen

YOUR PASSIONS

Passions – The interests, causes, topic or values an athlete feels most strongly about. E.g. mental health.

WHAT ARE YOU PASSIONATE ABOUT?



Instructions – Your passions could be issues or causes close to your heart like mental health or inclusion and diversity in sport.

Maybe you want to initiate change in your sport?

Your passions could be related to your education or career (or potential career).

Your passions could be travelling or creating healthy food recipes, it's up to YOU what you feel passionate about....it can be something big like lobbying for climate change, or something closer to home like getting involved in coaching kids in sport.

Your passion could also be a mindset or a value. E.g. hard work and leadership.

YOUR INTERESTS

Interests – the hobbies or activities an athlete likes to do outside of sport. They can also be related to their sport. E.g. coaching.

WHAT ARE YOU INTERESTED IN?



Instructions – Your interests are usually hobbies or activities that you like to do outside of sport. Your sport is obviously going to be one of your interests (or, it may fit better under passions). So this part of your brand is about finding what else you love doing.

What do you like to do on the weekend or whenever else you have some free time? Are you a budding photographer? Does creating engaging and beautiful content for social media really excite you? Are there other sports you love watching or playing?

You can also include things you might be interested in but haven't had the chance to explore it yet here.

YOUR CODE OF CONDUCT

Code of Conduct – A code for how an athlete will behave and speak/treat other people. E.g. Showing kindness, being respectful, using inclusive language, encouraging others etc.

**WHAT ARE YOUR BEHAVIOURS,
WORDS, AND CODE OF
CONDUCT?**



Instructions –

Are you the first to help a teammate when they fall down?

Do you always make sure to greet as many people as you can at events?

Do you dislike profanity?

These are your behaviours, words and code of conduct and they are a really important part of your brand.

Examples of behaviours would be: Treating others with respect and kindness, greeting with a smile, making sure everyone in the room feels welcome.

Examples of words would be: no profanity, inclusive language and positive language.

Picture a typical day in your life. Who do you meet, talk to or interact with? What behaviours and words do you use (or would like to use more) in a typical day in your life?

HOW YOU WANT TO BE SEEN

How You Want To Be Seen –

How an athlete wants the world to remember them. E.g. a leader and exceptional athlete.

HOW DO YOU WANT TO BE SEEN?



Instructions –

You will start to notice that there might be some repetition or cross over between your brand elements! That's a GOOD thing! So your behaviours, values and How you Want to be seen may have some similarities!

Here are some prompts to get you thinking:
If you weren't in the room, how would your friends describe you to someone who didn't know you?

When you are inducted into the Hall of Fame what would you like people to say about your character and behaviours?

When you meet someone for the first time, what would you like them to think and feel about you after you leave?

What would you want people to say about you at a milestone birthday (21st, 40th, 60th)?

READ THIS ALOUD TO ATHLETES

**CONGRATULATIONS...YOU'VE IDENTIFIED 5 of your 7
ATHLETE BRAND ELEMENTS!**

**Let's take a short break, and then we'll come back to finish
them off, and then a quick activity of identifying some goals
for your brand!**

(Take a 10 minute break)

YOUR VISUAL STYLE

Visual Style – How an athlete presents their brand externally. E.g. through colours, clothes, social media images E.g. bright pink and vintage clothes/items,

WHAT IS YOUR VISUAL STYLE?



Instructions – Your appearance is one of the first things someone will notice about you. Meaning, you need to make sure your clothes, hair, shoes and make-up (or lack thereof) represent your brand too.

Your visual style can include the colours and images you use in social media or if you have a website or blog, or any other kind of visual elements that you create.

Think about how you currently present yourself visually, or how you WANT to present yourself. Are there some common themes or words you could use to describe your style? E.g. funky, neutral, athletic with a dash of edgy style, or maybe you just like bright colours, or neutral tones.

This is a fun one, so try to not overthink it...and maybe ask your team mates what THEY think your visual style is!

YOUR MESSAGE

Message – The message an athlete wants to tell the world or promote. It is often inspired by the other brand elements. E.g. if their passion is mental health their message might be 'mental health matters.'

WHAT IS YOUR MESSAGE?

"I want to get everyone active and healthy."



"We need more women in sport!"



"Let's get kids into sport!"



"Equality for all."



"I want better access and funding for ALL athletes and ALL sports."



Instructions – Your message is the big thing you want to tell the world or promote. What is the one message you want to shout from the rooftops! Have a look at the examples and then see what you think your message is!

Look back at the other elements and see if your message could be inspired by one of them. E.g. if your passion is inclusion and diversity in sport, your message could be 'I want better access and funding for ALL athletes in ALL sports.'

Your message could also come back to how you approach life and/or your sport. It could also be inspired by quotes or song lyrics you really love and mean something to you.

You can fine tune your message later, but try to get an idea of what you want to say written down.

GROUP WORK SESSION #1 - EXPLAIN ACTIVITY #2

READ THIS ALOUD TO ATHLETES

Now, we're going to move onto setting some goals for this program.

Using the checklist provided on the next page you're going to tick 3 things you'd like to achieve or explore by completing this program.

Your goals can change over the course of the program, that's absolutely fine.



GROUP WORK SESSION #1 - ACTIVITY #2 INSTRUCTIONS

READ THIS ALOUD TO ATHLETES

Now go to Page 12 in your Workbook.

Using this checklist, let's set some initial reasons why you want to complete this program.

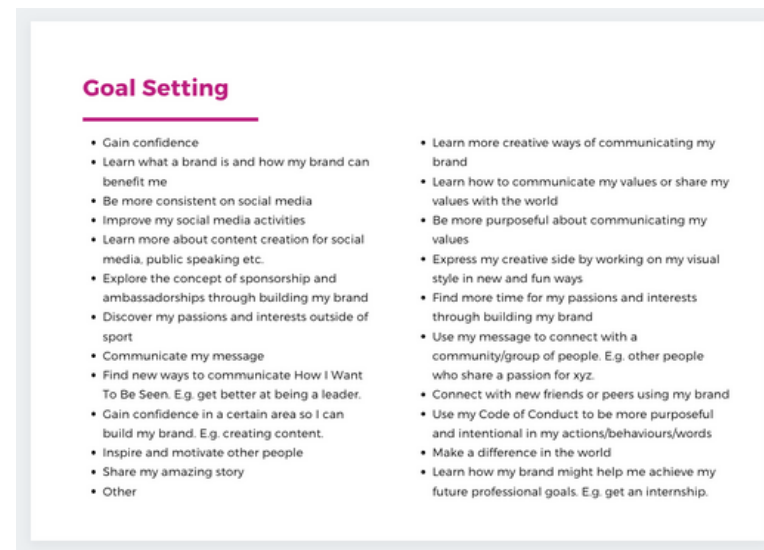
There are plenty of options to choose from, but take some time to think about what you discovered about yourself today.

Are there any areas of your brand you would love to improve or work on more? E.g. communicating your message.

Or maybe you realised there are some things that are important to you that you're not doing? E.g. listening to music you love, wearing clothes that express who you are.

ONCE EVERYONE HAS FINISHED, ASK SOME TO SHARE THEIR GOALS.

THIS CHECKLIST IS FULL SIZE ON THE NEXT PAGE.



Goal Setting

- Gain confidence
- Learn what a brand is and how my brand can benefit me
- Be more consistent on social media
- Improve my social media activities
- Learn more about content creation for social media, public speaking etc.
- Explore the concept of sponsorship and ambassadorships through building my brand
- Discover my passions and interests outside of sport
- Communicate my message
- Find new ways to communicate How I Want To Be Seen. E.g. get better at being a leader.
- Gain confidence in a certain area so I can build my brand. E.g. creating content.
- Inspire and motivate other people
- Share my amazing story
- Other
- Learn more creative ways of communicating my brand
- Learn how to communicate my values or share my values with the world
- Be more purposeful about communicating my values
- Express my creative side by working on my visual style in new and fun ways
- Find more time for my passions and interests through building my brand
- Use my message to connect with a community/group of people. E.g. other people who share a passion for xyz.
- Connect with new friends or peers using my brand
- Use my Code of Conduct to be more purposeful and intentional in my actions/behaviours/words
- Make a difference in the world
- Learn how my brand might help me achieve my future professional goals. E.g. get an internship.

Goal Setting

- Gain confidence in myself and my brand
- Understand brand and how it can benefit me
- Improve what I post on social media
- Improve my social media activities
- Learn more about content creation for social media, public speaking etc.
- Explore the concept of sponsorship and ambassadorships through building my brand
- Discover my passions and interests outside of sport
- Communicate my message
- Find new ways to communicate How I Want To Be Seen. E.g. get better at being a leader.
- Gain confidence in a certain area so I can build my brand. E.g. creating content.
- Inspire and motivate other people
- Learn how my brand might help me achieve my future professional goals. E.g. get an internship.
-
- Learn more creative ways of communicating my brand
- Share my amazing story
- Learn how to communicate my values or share my values with the world
- Be more purposeful about communicating my values
- Express my creative side by working on my visual style in new and fun ways
- Find more time for my passions and interests through building my brand
- Use my message to connect with a community/group of people. E.g. other people who share a passion for xyz.
- Connect with new friends or peers using my brand
- Use my Code of Conduct to be more purposeful and intentional in my actions/behaviours/words
- Make a difference in the world
- Other

READ THIS ALOUD TO ATHLETES

Well done everyone, that was a lot of work! You'll be pleased to know.... it gets easier for the next 3 sessions!

We thought it would be great to get the hard work out of the way first, and now you are set up for the next activities with some really useful information about your unique brand.

There's no homework, but feel free to make any changes to your brand elements or goals after this session!

Your next online workshop with Vickie and Charlotte is on Saturday 27th of February, from 12.30-130pm on Zoom.

End of session.
