



CLARITY



COMMUNICATE

C4

CONFIDENCE

C4
ATHLETE
PATHWAY
EDUCATION
PROGRAM



CHECK-IN



FOR GYMNASTICS SINGAPORE

Presented by The Brand Builders

**Empowering you to develop and
communicate your unique
personal brand with purpose and
confidence.**



Who we are...



**Vickie
Saunders**



**Charlotte
Woods**

What we will Create together...



AWARENESS

You will explore and identify your own unique personal brand, and learn what athlete brand means...and why it's so important.



IDEAS

We'll share and create some fantastic ways that you can communicate your brand in ways that you enjoy and will benefit you.

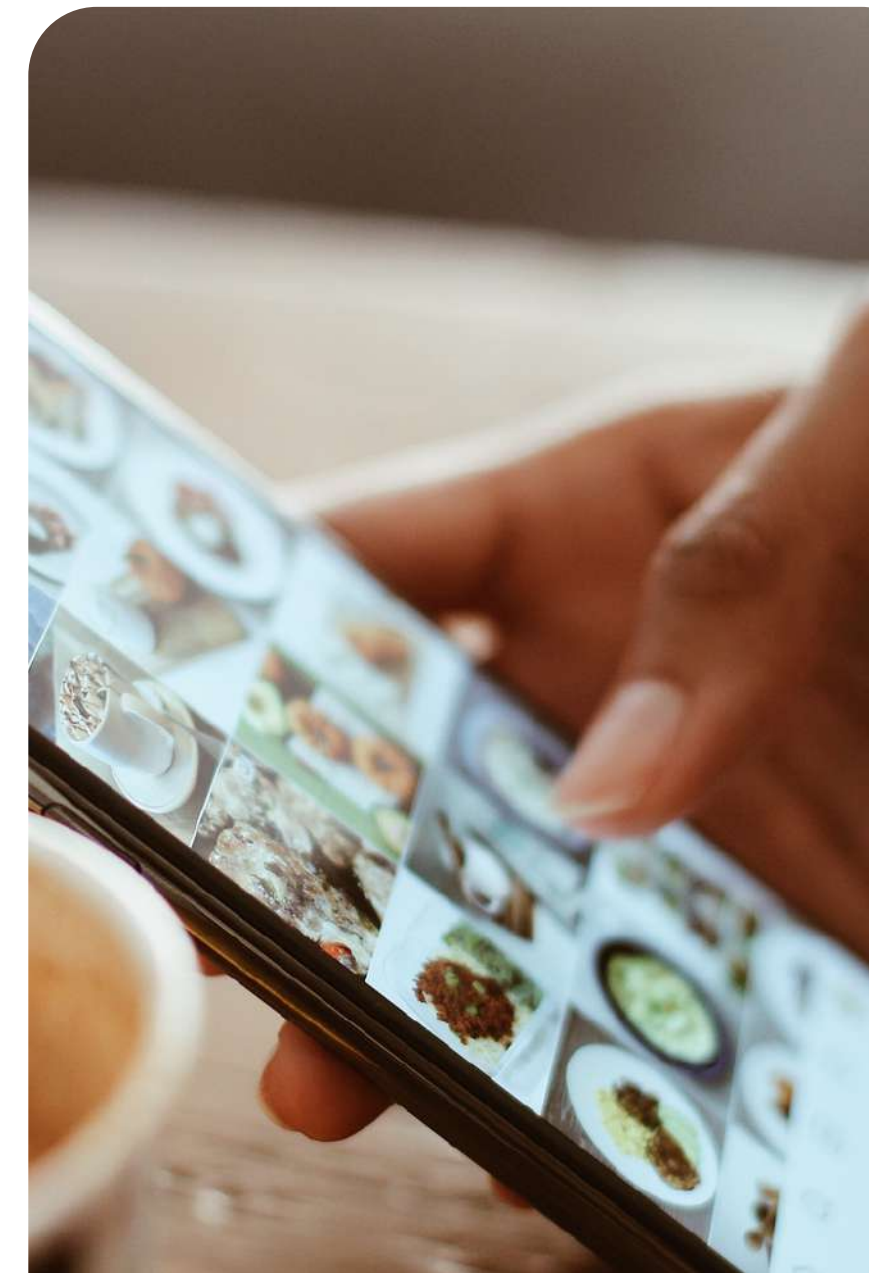
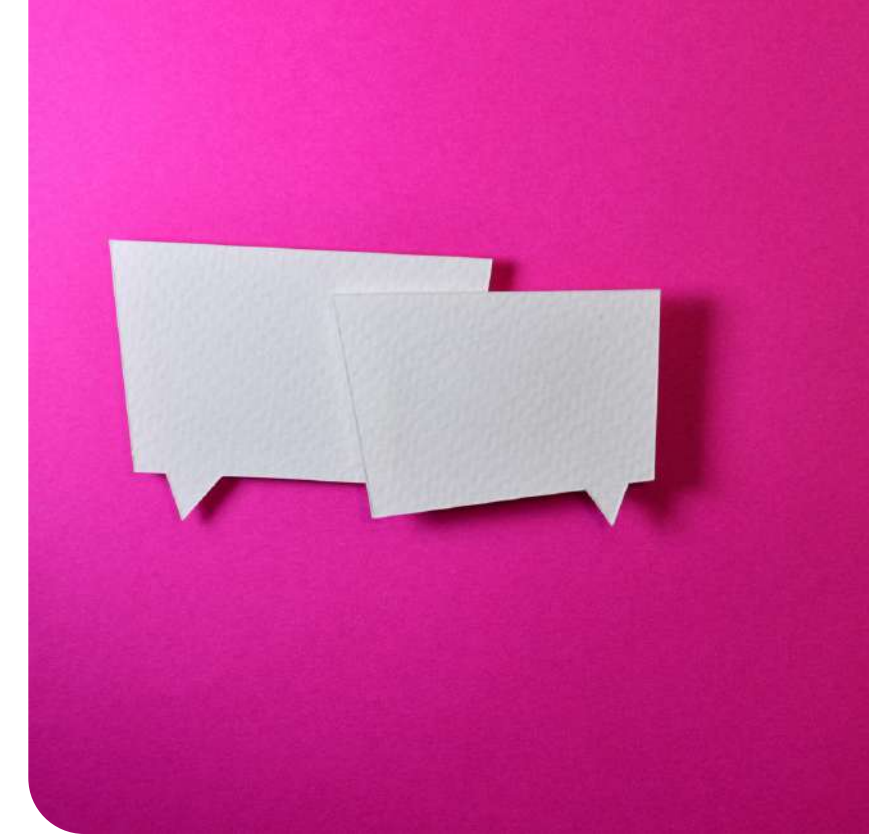


ACTION

You will complete activities and fun challenges that will help you grow confidence and clarity around your own unique brand.

What You will Learn about..

- Social Media
- Media Interviews
- Tell your Story
- Carry a Message
- Know your Values
- Public Speaking
- Share Your Journey
- Grow Your Profile
- Be Known for Something



What we're going to do....



PRE LEARNING

You will be provided with really interesting learning resources such as short videos, blogs, podcasts and tip sheets to help you prepare for each workshop.



WORKSHOPS

In these fun and informative online sessions, our team will share insights, ideas and instructions on a particular topic....and invite you to share your thoughts through polls and comments.



GROUP WORK

After each workshop athletes will complete a practical activity in a group work session led by faculty. The Buddy system will add more support!

SO.... HERE IS OUR PLAN



JAN

**Athlete Workshop
#1**



FEB

**Group Work
Session #1**

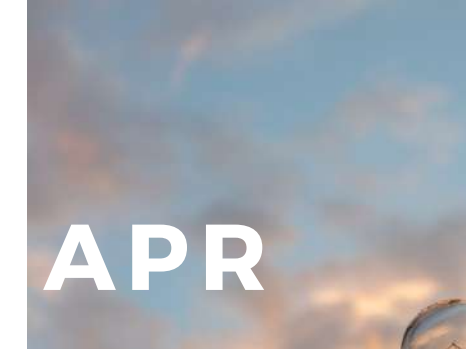
**Athlete Workshop
#2**



MAR

**Group Work
Session #2**

**Athlete
Workshop #3**



APR

**Group Work
Session #3**

**Athlete
Workshop #4**

**Group Work
Session #4**



MAY

**Final Athlete
Workshop -
Check in &
Celebrate**

Athlete Workshops

Workshop #1 CLARITY

Understand the concept of athlete brand, and what it can do for you. Learn about the elements that make up your athlete brand.

1 hour

Online (Zoom)

Workshop #2 CONFIDENCE

Learn about the different ways you can put your brand to use, and the benefits you can gain from this.

1 hour

Online (Zoom)

Workshop #3 COMMUNICATE 1/2

Understand how your unique personal brand can help you create really interesting and meaningful communications content.

1 hour

Online (Zoom)

Workshop #4 COMMUNICATE 2/2

Learn how to be selective and purposeful in the content you communicate and what it means to have a plan.

1 hour

Online (Zoom)

Workshop #5 CHECK IN

We will all celebrate each athletes achievements in this program, and have a Q&A session for athletes.

1 hour

Online (Zoom)

DATES & TIMES

Month	Date	Time	Who	Activity / Session	Location
January	Saturday, 30 January 2021	12:30-1:30pm	All	Athlete Workshop #1	Zoom & F2F
February	Saturday, 6 February 2021	MAG 12:00-1:00pm RG 1:00-2:00pm	All	Group Work Session #1	F2F
	Saturday, 6 February 2021	WAG 12:30-1:30pm			
February	Thursday, 18 February 2021	10-10.30am	Faculty	Faculty Training Session #2	Zoom
February	Saturday, 27 February 2021	12:30-1:30pm	All	Athlete Workshop #2	Zoom
March	Saturday, 6 March 2021	MAG 12:00-1:00pm RG 1:00-2:00pm	All	Group Work Session #2	F2F
	Sunday, 7 March 2021	WAG 12:30-1:30pm			
March	Thursday, 25 March 2021	10-10.30am	Faculty	Faculty Training Session #3	Zoom
March	Saturday, 27 March 2021	12:30-1:30pm	All	Athlete Workshop #3	Zoom
April	Saturday, 3 April 2021	MAG 12:00-1:00pm RG 1:00-2:00pm	All	Group Work Session #3	F2F
	Sunday, 4 April 2021	WAG 12:30-1:30pm			
April	Thursday, 15 April 2021	10-10.30am	Faculty	Faculty Training Session #4	Zoom
April	Saturday, 24 April 2021	12:30-1:30pm	All	Athlete Workshop #4	Zoom
April	Saturday, 8 May 2021	MAG 12:00-1:00pm RG 1:00-2:00pm	All	Group Work Session #4	F2F
	Sunday, 9 May 2021	WAG 10:00-11:00am			
May	Saturday, 15 May 2021	12:30-1:30pm	All	Final Session - Celebrate and Next Steps	Zoom

Where To From Here



SCHEDULE

Make sure you add all events and activities into your calendar.

It's important that you attend each session and complete all tasks to the best of your ability.



REFLECT

There's no set homework, but now is a great time to reflect on your thoughts and feelings, beliefs and vision for how you would like things to be.



PREPARE

Visit the webpage to access learning resources that are provided.

Make a decision for yourself to bring an open mind, a positive attitude, a willingness to share your thoughts and ideas during the C4 program.