



CLARITY



COMMUNICATE

**C4**

CONFIDENCE



CHECK-IN



**C4**

# **ATHLETE PATHWAY EDUCATION PROGRAM**

**FOR GYMNASTICS SINGAPORE**

Presented by The Brand Builders

# WORKBOOK FOR ATHLETES

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## GROUP WORK SESSION #1

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**"Athletes will identify their unique brand elements and set goals for their athlete brand."**

# GROUP WORK SESSION #1 - ACTIVITY #1 INSTRUCTIONS

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

You will be identifying things from the 7 elements of your brand.



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.

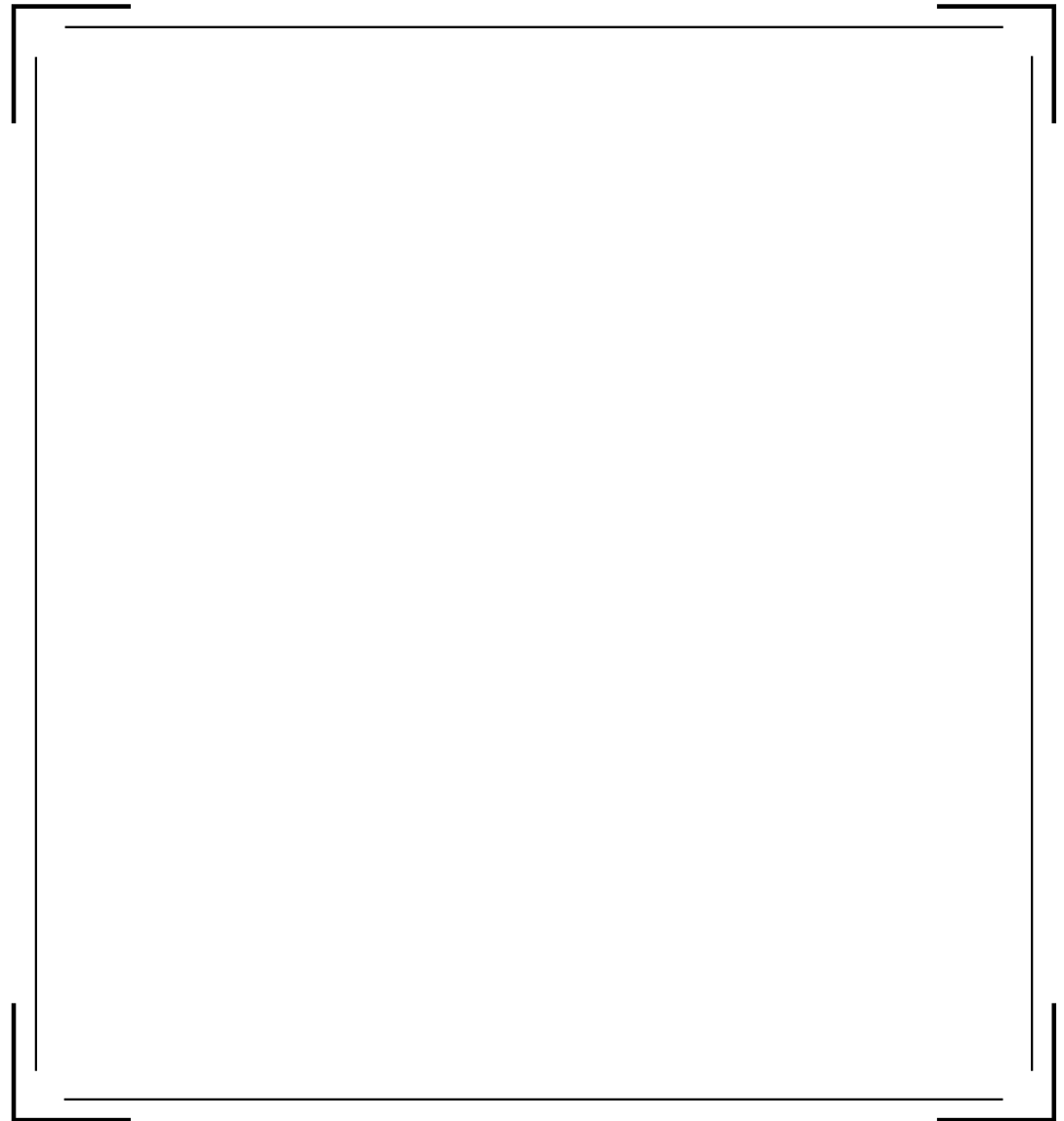
So don't be afraid to put in interests or passions that have nothing to do with sport.

# YOUR VALUES

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**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?**



# A HELPFUL LIST OF VALUES.....

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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

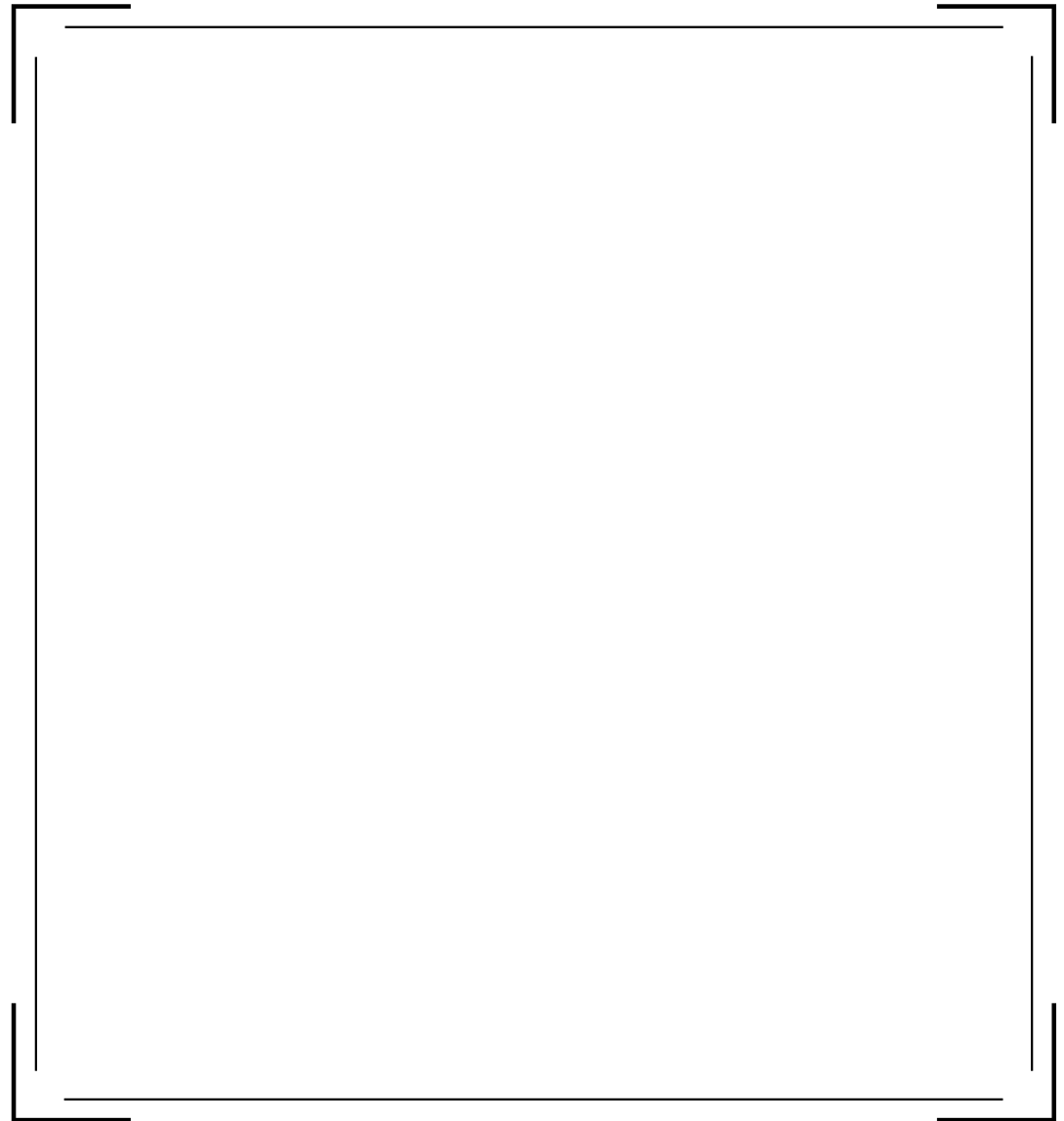
Versatility  
Vision  
Warmth  
Wealth  
Well-Being  
Wisdom  
Zeal  
Zest  
Zen

# YOUR PASSIONS

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

## WHAT ARE YOU PASSIONATE ABOUT?



# YOUR INTERESTS

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**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?

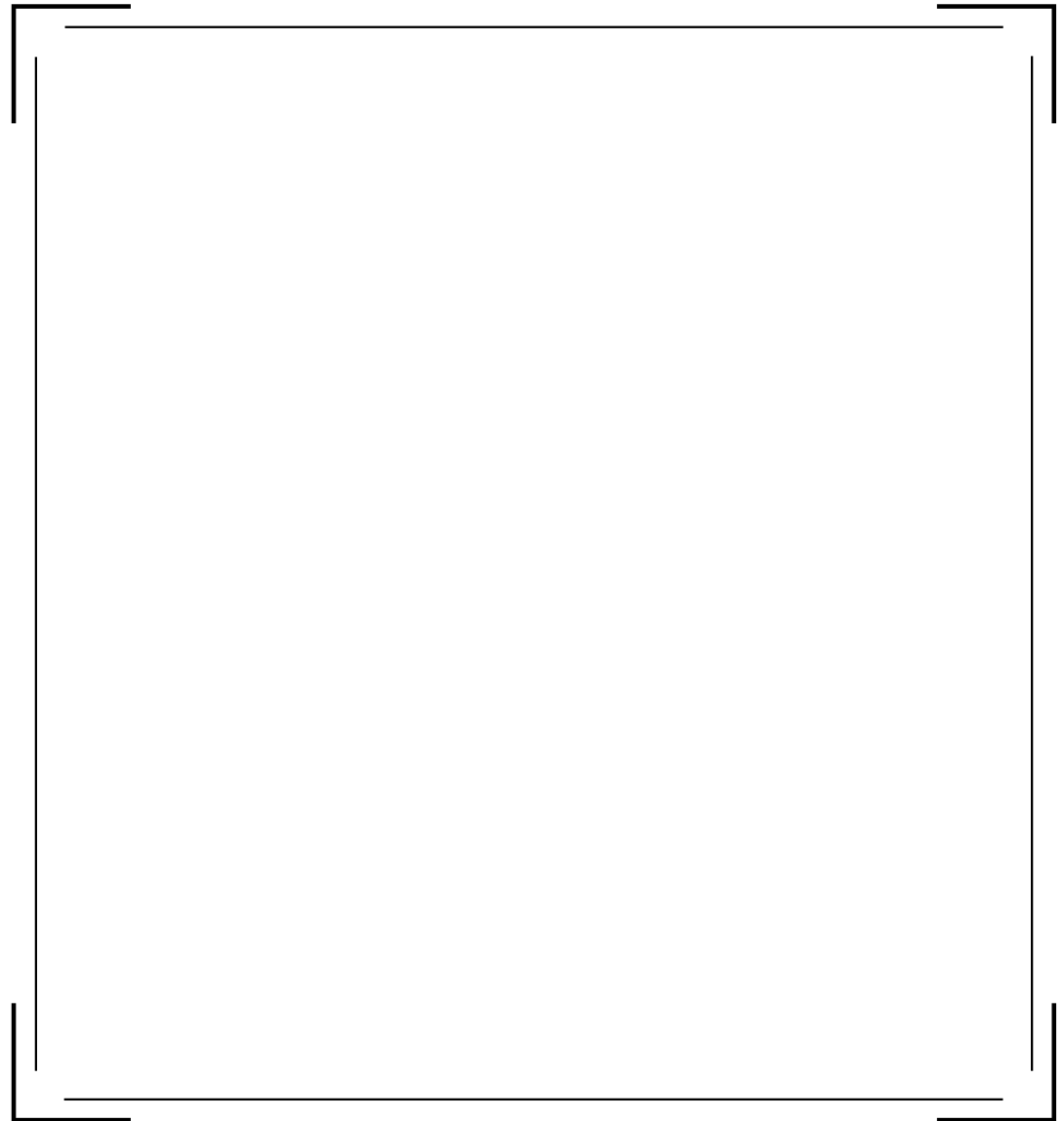
A large, empty rectangular box with a double-line black border, occupying the right half of the page. It is intended for the user to write their answers to the question 'WHAT ARE YOU INTERESTED IN?'.

# YOUR CODE OF CONDUCT

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**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?**



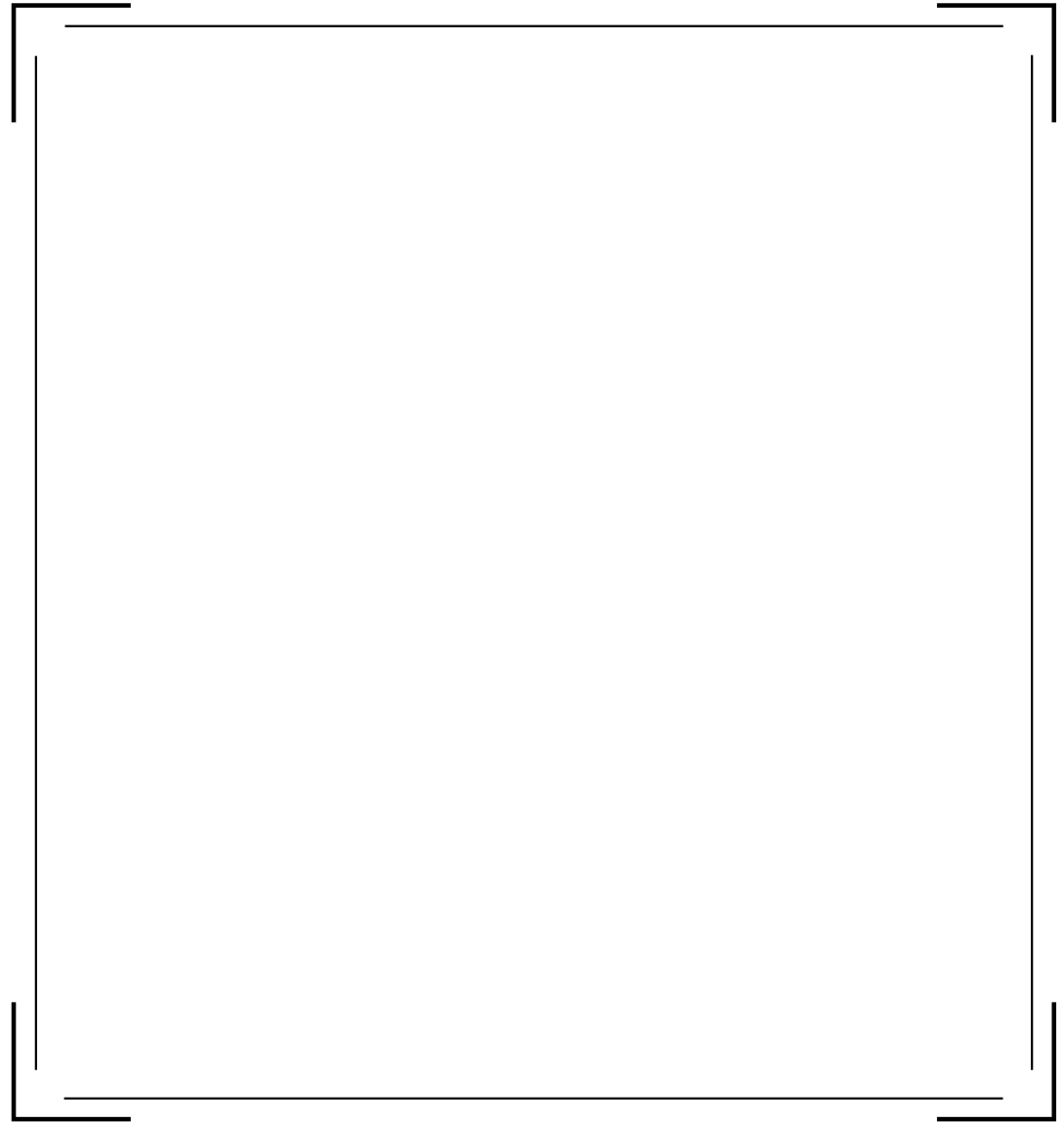
# HOW YOU WANT TO BE SEEN

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## 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?



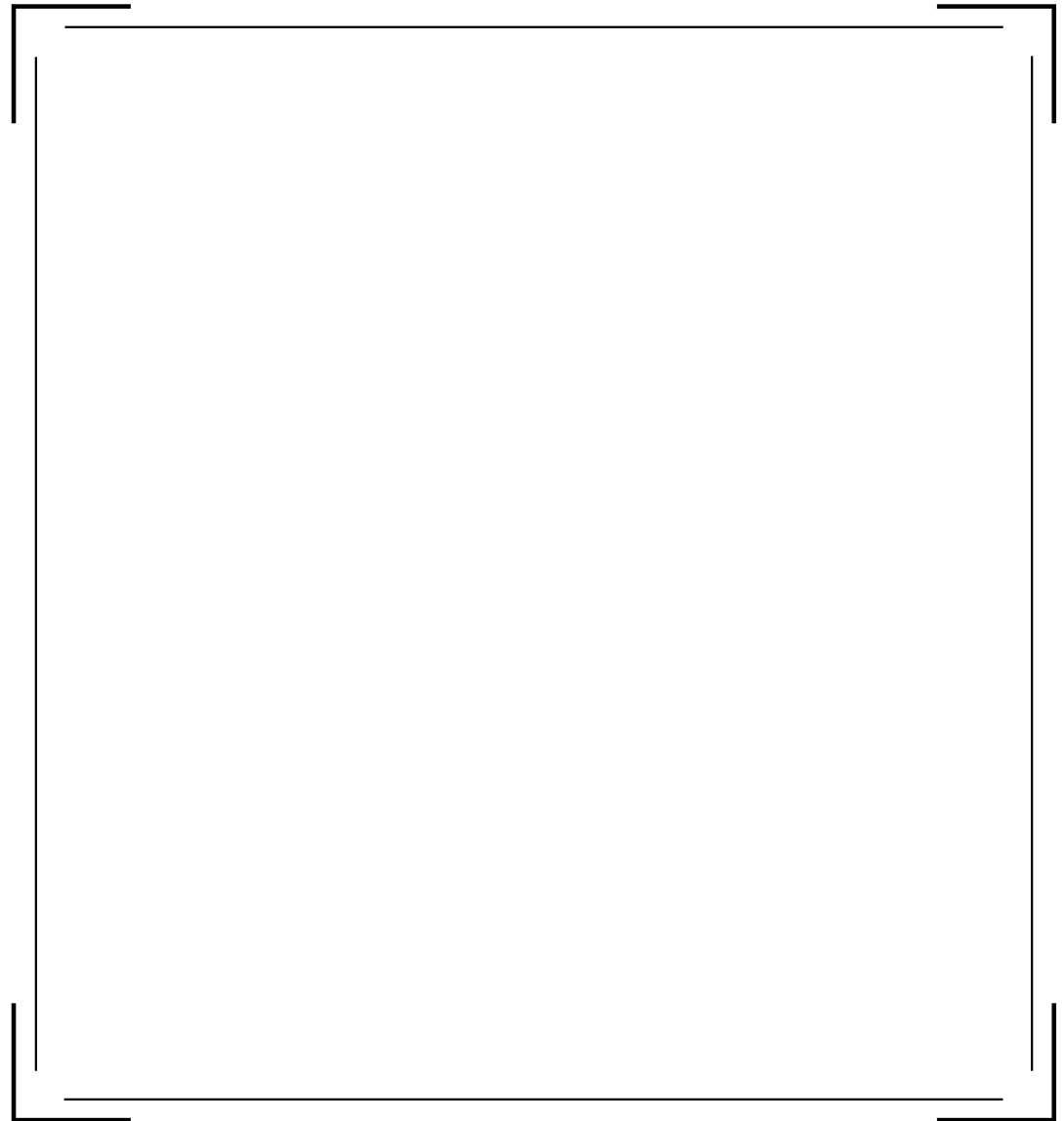


# YOUR VISUAL STYLE

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**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?



# YOUR MESSAGE

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**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!"



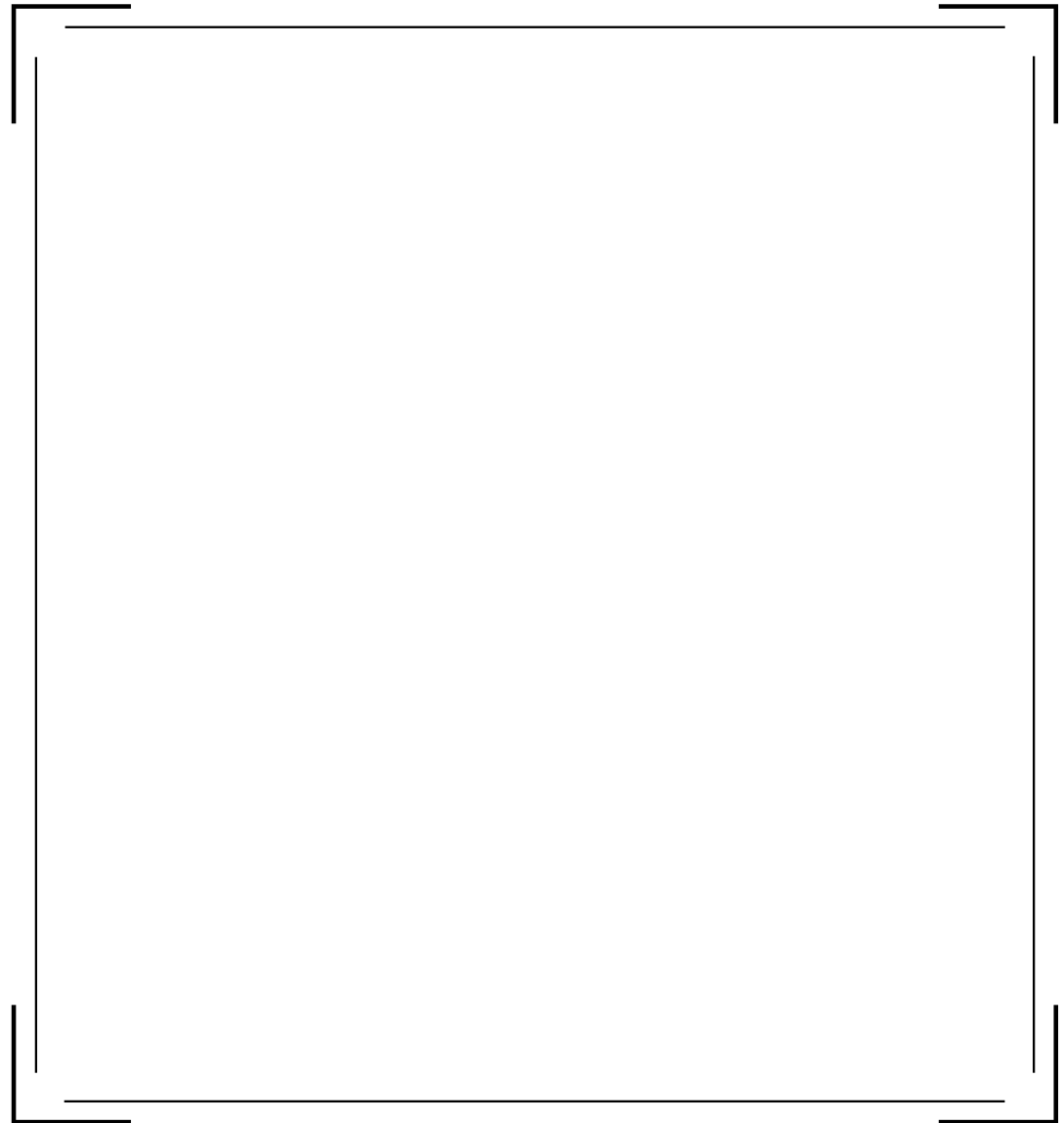
"Let's get kids into sport!"



"Equality for all."



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



## GROUP WORK SESSION #1 - ACTIVITY #2

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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.

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.

# Goal Setting

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- 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.
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- 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

**CONGRATULATIONS! YOU'VE COMPLETED BOTH ACTIVITIES,  
AND YOU NOW HAVE YOUR ATHLETE BRAND IDENTIFIED!**

**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 12.30-1.30pm on Zoom.**

**End of session.**

