



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 #2

GROUP WORK SESSION #2 - "Athletes will learn about the different ways they can put their brands to use, and the benefits they can gain from this."

INSTRUCTIONS

Step 1 Read Topic Intro (this page)

Step 2 Group Discussion (page #3)

Step 3 Explain Activity #1 Example (page #4)

Step 4 Activity #1 Instructions (page #6)

Step 5 Explain Activity #2 Example (page #7)

Step 6 Activity #2 Instructions (page #9)

TOPIC INTRO

READ THIS ALOUD TO ATHLETES

In last week's workshop with Vickie and Charlotte, you learned the ways you can put your athlete brand into action as well as the benefits of actioning your brand.

In this session, we are actually going to start exploring all the ways you personally want to action your brand.

This is your opportunity to reflect and explore how your brand could benefit YOU.

To start, we'll discuss your experience with different brand activities like media, sponsorship and public speaking.

We will then create a vision for your brand, which you will use your brand elements from workshop #1 to help identify.

Lastly, we'll lightly explore how you want to action your brand using the Athlete Brand Action Plan.

You will leave today with:

- Your Athlete Brand Vision.
- Your Athlete Brand Action Plan

Let's get started.

Group Discussion

READ THIS ALOUD TO ATHLETES

Before we begin our 2 activities, we're going to have a group discussion for about 20 minutes. Each one of you will have thoughts and opinions, and I encourage you to share them!

We are going to talk about some of the ways that athletes can put their brand into action.

Then we'll talk about who may have already done this. We'll also look at other athletes that you know who are really good at doing these things!

Let's go through the list and for each one:

- Let's discuss who has some experience (and they can tell us a bit about this).
- Then I'd like you to name an athlete who you think is really good at each of these activities.

We'll only spend a couple of minutes on each one, and I'm looking forward to hearing what you have to say.

***Use this list of activities for the group discussion..**

Brand or Charity Ambassador

Public Speaking

Represent a sports organisation

Media Interviews

Social Media

Being Sponsored

Being a Role Model

Share their story

Host a podcast / write a blog

Carry a Message

P 3

***Once finished move to Activity #1 - next page.**

EXPLAIN ACTIVITY #1

READ THIS ALOUD TO ATHLETES

Before we discuss how you will action your brand, let's reflect on what your vision for your brand is.

In this activity, you will explore and identify how you imagine your brand will help you achieve your goals and ambitions.

This will help us pinpoint the different brand activities you're most suited to.

You can use your brand elements to help you identify your vision.

Have fun with this. This is your chance to dream big and boldly. If you get stuck, I'm here to help you.

***Spend about 20 minutes on this activity.**

ACTIVITY #1 Template

Creating Your Brand Vision Refer to the example on page 2. You might like to look back at your brand elements in Workbook #1.

I want to be known for...	
I dream of achieving...	
I'd love to help...	
Activities & events I'd love to get involved with	

P 3

ACTIVITY #1 Examples

Creating your brand vision	Brand elements that might help you identify this vision
I want to be known for... E.g. facing challenges and being a role model for kids E.g. being a bright and happy person	How I want to be seen My values My message Code of conduct
I dream of achieving... E.g. Becoming a sponsored athlete E.g. Starting my own clothing label.	My passions My message
I'd love to help... E.g. Inspire more people to recycle E.g. Raise awareness about health and wellbeing.	My values My message My passions My interests.
Activities & events I'd love to get involved with E.g. doing more media and being on podcasts etc E.g. Being an ambassador for a charity.	My passions My interests My message.

P 2

ACTIVITY #1 Examples

READ THIS ALOUD TO ATHLETES

Turn to Page 2 in your workbook and let's look at the examples of how you can create your brand vision. You can also refer to your Brand Elements to help give you ideas for this.

***Read these examples aloud to athletes.**
Creating your brand vision

Brand elements that might help you identify this vision

I want to be known for...	<p>E.g. facing challenges and being a role model for kids</p> <p>E.g. being a bright and happy person</p>	<p>How I want to be seen</p> <p>My values</p> <p>My message</p> <p>Code of conduct</p>
I dream of achieving...	<p>E.g. Becoming a sponsored athlete</p> <p>E.g. Starting my own clothing label.</p>	<p>My passions</p> <p>My message</p>
I'd love to help...	<p>E.g. Inspire more people to recycle</p> <p>E.g. Raise awareness about health and wellbeing.</p>	<p>My values</p> <p>My message</p> <p>My passions</p> <p>My interests.</p>
Activities & events I'd love to get involved with	<p>E.g. doing more media and being on podcasts etc</p> <p>E.g. Being an ambassador for a charity.</p>	<p>My passions</p> <p>My interests</p> <p>My message.</p>

ACTIVITY #1 Instructions

READ THIS ALOUD TO ATHLETES

Now turn to Page 3 in your Workbook. You will see there is a template for you to use, it looks just like the Example on page 2. But you're going to fill it in with your own ideas!

Let's start with the first one...

Prompts For Faculty

I WANT TO BE KNOWN FOR

- What do you really want people to remember about you?

I DREAM OF ACHIEVING

- When you look back at your life in 5, 10, 15 years, what would you be the proudest to have achieved in and out of sport?
- Is there an activity from the list we went through in the discussion you would like to have achieved? E.g. media, public speaking?

I'D LOVE TO HELP

- What are the communities or causes you would be thrilled to help?
- Would you like to raise awareness for something? Or inspire people to do something?

ACTIVITIES & EVENTS I'D LOVE TO GET INVOLVED WITH

- Are there any activities from the list we went through in the discussion you could add here?
- What activities or events could you complete to help you with the 'I'd Love to Help' section we just identified.

ACTIVITY #2 Examples

READ THIS ALOUD TO ATHLETES

On page 4 of your workbook, you can see the examples of how an athlete can choose 3 activities and then explained why they are interested in that activity, and what skills they think they will need for it. I'll read through them and let me know if you have any questions or thoughts on anything!

	My Brand Activity (Choose from the list on page 5)	I Am Interested In This Activity Because...	The Skills I Need For This Activity (Choose from the list on page 6)
1.	Share my story	I want to inspire athletes like me by sharing my story with them.	Speaking & writing
2.	Improve or grow my social media	I want to share my journey online & my passion for sport and fashion.	Social media & creative
3.	Learn how to get sponsored	I think sponsorship will help me have a long & fulfilling time in my sport.	Sponsorship, media & speaking

EXPLAIN ACTIVITY #2

READ THIS ALOUD TO ATHLETES

Now we're moving onto our last activity.

Remember the actions we discussed at the start of this workshop? E.g. getting media coverage and sponsorship. We're going to explore some of the ways you personally want to action your brand.

We have a helpful list of actions and skills you can use to help you populate your Brand Action Plan.

We won't be discussing how you will achieve these actions in this session. Instead, we'll refer back to them in workshop 4 to plan your communications content.

Let's begin. ***Spend about 20 minutes on this activity.**

ACTIVITY #2 Template

Refer to the example on page 4 and the list of brand activities (page 6) and skills (page 7) to help you.

My Brand Activity (Choose from the list on page 5)	I Am Interested In This Activity Because...	The Skills I Need For This Activity (Choose from the list on page 6)
1.		
2.		
3.		

P 5

ACTIVITY #2 Instructions

Read this to Athletes

Go to page 5 in your workbook, and here's what we're going to do. I'll take you through this activity, step by step.

Step 1. Using the list on page 6, choose 3 brand activities that appeal to you the most. Let's do that now.

(when everyone is finished, move to step 2)

Step 2. Next, write down why you are interested in this activity.

(when everyone is finished, move to step 3)

Step 3. Choose 1-3 skills that will help you with this brand activity from the list on page 7.

PROMPTS FOR FACULTY

- What brand activities (look at the list on page 6) would help you make your brand vision (page 3) come true?
- Are there any activities you've seen other athletes complete that looked fun and exciting? Why not give them a try?
- Don't be afraid to write down an activity that you're not quite ready to commit to.
- What program goals did you tick in workshop 1? Are there any activities you could complete to help you achieve your program goals?

ACTIVITY #2 Template

Refer to the example on page 4 and the list of brand activities (page 6) and skills (page 7) to help you.

My Brand Activity (Choose from the list on page 5)	I Am Interested In This Activity Because...	The Skills I Need For This Activity (Choose from the list on page 6)
1.		
2.		
3.		

P 5

NOTE TO FACULTY

The lists we refer to in the athlete workbook are also located in this guidebook:

Brand Activities List - Page 10

Athlete Skills List - Page 11

List of Brand Activities for Athletes

These are some of the most common ways athletes achieve their brand vision.

Choose **3 activities** from this list that appeal to you the most and add them to the plan on page 5.

Think about how they might support your vision that you identified in Activity #1.

Be an ambassador (charity or brand)

Get skilled in public speaking

Represent my sports organisation

Become a confident communicator

Improve or grow my social media

Learn how to get sponsorship

Explore my career options

Carry a message that matters to me

Get involved with a charity or cause

Be better known

Share my story

Get media coverage

Grow my network

Be a great role model

Start a blog

Host a podcast

Other

List of Useful Skills for Athletes

Use this list to start thinking about the skills you will need to complete your brand activities.

These are skills you might already have or they might be skills you need to acquire.

Use these skills to complete the **plan/skills column** on page 5.



Writing. E.g. Blogs, stories, articles & reviews.



Speaking. E.g. Motivational talks, sharing my story.



Creative. E.g. Photography, videography, graphics.



Social media. E.g. Creating engaging content.



Media. E.g. Interviewing others, being interviewed.



Arts. E.g. Illustration, music, painting, dancing.



Sponsorship. E.g. Getting & managing sponsorship.

READ THIS ALOUD TO ATHLETES

Well done everyone, you've each done really well!

There's no homework, but please make sure you leave your workbook here so I can keep them for you for future sessions. Write your name at the top and hand them to me!

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

End of session.

