



CLARITY



COMMUNICATE

C4

CONFIDENCE



CHECK-IN



C4

ATHLETE PATHWAY

EDUCATION PROGRAM

FOR GYMNASTICS SINGAPORE

Presented by The Brand Builders

WORKBOOK FOR ATHLETES

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."

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
My 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.

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

ACTIVITY #2 Examples

Step 1. Using the list on page 6, choose 3 brand activities that appeal to you the most.

Step 2. Write down why you are interested in this activity.

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

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

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.		

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.

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

**There's no homework! Please pass your workbook back to
your workshop facilitator so they can keep it safe for you!**

**Your next online workshop with Vickie and Charlotte is on
Saturday 27th of March, from 12.30-1.30pm on Zoom.**

End of session.

