



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 #4

GROUP WORK SESSION #4 - "Athletes will learn how to be selective and purposeful in the content they communicate and what it means to have a plan?"

INSTRUCTIONS

Step 1 Read Topic Intro (this page)

Step 2 Explain Group Reflection (page #3)

Step 3 Explain Activity #1 (page #4)

Step 4 Explain Activity #1 Example (page #5)

Step 5 Activity #1 Instructions (page #6)

Step 6 Explain Activity #2 (page #13)

For this session, athletes will need:

- Workbooks 1-4.

TOPIC INTRO

READ THIS ALOUD TO ATHLETES

In last week's workshop with Vickie and Charlotte, you learned where and when you communicate your brand.

In this session, we'll be creating a simple, purposeful plan for communicating your brand.

We'll be reflecting on what you have learned about actioning and communicating your brand with purpose over the last few months and tying it all together in this simple plan.

We'll also be asking you to make a commitment to yourself and your brand activities/communications in 2021.

You will leave today with:

- Your Athlete Brand Communication Plan.
- Your Athlete Brand Commitment.

Let's get started.

GROUP REFLECTION

READ THIS ALOUD TO ATHLETES

To begin today's session we're going to take a few minutes to reflect on the goals you set at the beginning of the program.

Today's session ties together everything you have worked on throughout the program. So to start, please take out Workbook 1 and turn to page 12. Look at the three initial goals you set for the program.

Questions to ask the group:

- What have you done so far, to support these goals?
- Have your goals changed?
- What do you need to communicate from your brand elements to support these goals?

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.
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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

P 12

In this session, use these goals to help inspire the right brand communication activities for you. E.g. if your goal is to improve your social media activities, you could create a communication activity that sees you creating social media content.

P 3

EXPLAIN ACTIVITY #1

READ THIS ALOUD TO ATHLETES

In this activity, you will be creating a simple plan for how you will communicate your brand.

You might want to think back to session 2 where you came up with 3 ways you plan to action your brand this year.

Look for ways that communicating your brand could help you action your brand too. E.g. if you plan to action your brand by sharing your story, you could choose to communicate your brand by looking for public speaking opportunities.

The Brand Element I Will Communicate

Where I Will Communicate My Brand Element

How I Will Communicate My Brand Element

Does This Support One of My Brand Activities?

ACTIVITY #1 Examples

READ THIS ALOUD TO ATHLETES

Turn to Page 3 in your workbook and let's look at the example of how you can create your brand communication plan. You can also refer to your action plan from session 2 and your content library from session 3.

***Read these examples aloud to athletes.**

**The Brand
Element I Will
Communicate**

My passion for sustainable fashion

**Where I Will
Communicate My
Brand Element**

On my Instagram

**How I Will
Communicate My
Brand Element**

I will share a post from my content plan about my challenge to only buy clothes from thrift shops in 2021

**Does This Support
One of My Brand
Activities?**

Yes. It supports 2 of my brand activities: improving or growing my social media and carrying a message that is important to me.

ACTIVITY #1 Instructions

READ THIS ALOUD TO ATHLETES

Now turn to Page 4 in your Workbook. You will see there is a template for you to use, it looks just like the Example on page 3. But you're going to fill it in with your own ideas!

Let's start with the first one...

Step 1. Pick one of your passions to communicate

Step 2. Choose where you will communicate this element. See page 8 of your workbook for a list of places you can communicate your brand.

Step 3. Choose how you will communicate your brand element. For a list of ways to communicate your brand see page 9 of your workbook.

Step 4. If this supports one of your brand activities (from session 2) write down what it is.

Step 5. Choose when you will communicate this element.

***Repeat this process for each brand element (passion, interests, values, message).**

***This activity should take 10-15 minutes per brand element/page.**

ACTIVITY #1

Brand Element: Passion

- Step 1.** Pick one of your passions to communicate
- Step 2.** Choose where you will communicate this element. See page 8 for a list of places you can communicate your brand.
- Step 3.** Choose how you will communicate your brand element. For a list of ways to communicate your brand see page 9.
- Step 4.** If this supports one of your brand activities (from session 2) write down what it is.
- Step 5.** Choose when you will communicate this element.

The Brand Element I Will Communicate

Where I Will Communicate My Brand Element

How I Will Communicate My Brand Element

Does This Support One of My Brand Activities?

I aim to communicate my brand element by

ACTIVITY #1

Brand Element: Interest

**The Brand
Element I Will
Communicate**

**Where I Will
Communicate My
Brand Element**

**How I Will
Communicate My
Brand Element**

**Does This Support
One of My Brand
Activities?**

I aim to communicate my brand element by

ACTIVITY #1

Brand Element: Value

**The Brand
Element I Will
Communicate**

**Where I Will
Communicate My
Brand Element**

**How I Will
Communicate My
Brand Element**

**Does This Support
One of My Brand
Activities?**

I aim to communicate my brand element by

ACTIVITY #1

Brand Element: Message

**The Brand
Element I Will
Communicate**

**Where I Will
Communicate My
Brand Element**

**How I Will
Communicate My
Brand Element**

**Does This Support
One of My Brand
Activities?**

I aim to communicate my brand element by

Where You Can Communicate Your Brand

These are some of the places where you can communicate your brand.

You may like to use this list as inspiration to create your Communication Plan. But please don't be afraid to come up with something that isn't on this list.

Social media

Athlete profile

Website

Media interview

Hosting/attending event

Networking

Public speaking

Sponsorship/job meetings

Walking down the street

How You Communicate Your Brand

These are just **SOME** of the ways you can communicate your brand.

You may like to use this list as inspiration to create your Communication Plan. But please don't be afraid to come up with something that isn't on this list.



How you treat people



Activities you participate in



Create social media content



Content you contribute to. E.g. content for your sponsors



Clothes and visual style



Be a podcast guest/create a podcast



Do public speaking



Film a video



Create a blog/article

ACTIVITY #2 Instructions

READ THIS ALOUD TO ATHLETES

Our final activity is very simple. You will be writing down your commitment to communicating and actioning your brand in 2021.

E.g. "I commit to completing my Communications Plan and Brand Action Plan so I can make my Brand Vision of being known as an inspiring athlete with a great story come true."

On page 10 of your workbook, please write down what your commitment to yourself is.

PROMPTS FOR FACULTY

What were the initial goals you set for the program in session 1?

What is a brand activity you are particularly excited to complete or explore this year?

Is there something you know you'll find more challenging? You could make that your commitment to hold yourself accountable.

What was your vision for your brand? What could you commit to in order to make that vision come true?

My Commitment To Myself In 2021

***This activity should take about 10 minutes**

If there is time, you may want to film the athletes reciting their commitment to camera. This can be used as marketing content for SG.

ACTIVITY #2

Write down how you plan to commit to communicating and actioning your brand in 2021.

E.g. "I commit to completing my Communications Plan and Brand Action Plan so I can make my Brand Vision of being known as an inspiring athlete with a great story come true."

My Commitment To Myself In 2021

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 15th of May, from 12.30-130pm on Zoom.

End of session.

