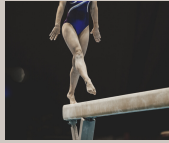




CLARITY



COMMUNICATE

C4

CONFIDENCE



CHECK-IN



C4 ATHLETE PATHWAY EDUCATION PROGRAM

FOR GYMNASTICS SINGAPORE
Presented by The Brand Builders

WORKBOOK FOR ATHLETES

GROUP WORK SESSION #4

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

GROUP WORK SESSION #1 - ACTIVITY #1 INSTRUCTIONS

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.

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.

ACTIVITY #1 EXAMPLE

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.

Creating your Communication Plan

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.

I aim to communicate my brand element by

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 Interest 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 Interest 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

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

**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 15th May, from 12.30-1.30pm on Zoom.**

End of session.

