



LEADHAWK  
LEARNING

PROTECT YOUR BRAND.  
LEAD RESPONSIBLY.  
LIVE YOUR VALUES.

# FACILITATOR / DELIVERY GUIDE FOR ATHLETIC DIRECTORS



Leadhawk Online Reputation System | Protect Your Brand Challenge



## PURPOSE

This guide helps Athletic Directors successfully implement the Protect Your Brand Challenge with student-athletes to build awareness, leadership, accountability, and intentional online behavior.

## IMPLEMENTATION OVERVIEW

- Designed for athlete leadership, team culture, & personal development.
- Flexible delivery options for teams, individual sports, or athletics-wide initiatives.
- Approximately 60-min guided experience.
- Self-paced with optional facilitated discussion.
- Completion validation & recognition provided.

## THE 3-STEP EXPERIENCE



**ONLINE REPUTATION SCORE  
AWARENESS**

Participants discover how their online presence is perceived.



**PROTECT YOUR BRAND CHALLENGE  
REFLECTION + ACTION**

Guided activities help participants reflect, learn, & take action.



**ONGOING REPUTATION DEVELOPMENT  
LONG-TERM GROWTH**

Participants build lasting habits that support their future & goals.

## DELIVERY MODELS



### TEAM WORKSHOP

Facilitate with an entire team or position group.

- Great for team bonding
- Builds shared standards
- Facilitator-led discussions



### INDIVIDUAL COMPLETION

Athletes complete on their own time.

- Self-paced experience
- Ideal for busy schedules
- Great for all sports



### ATHLETICS-WIDE INITIATIVE

Implemented across all teams & sports

- Promotes consistent culture
- Reinforces department values
- Easy to scale

## FACILITATOR ROLE

- Introduce the experience and its purpose.
- Encourage honest reflection and participation.
- Guide discussions and reinforce key takeaways.
- Support athletes in applying lessons on and off the field.
- Celebrate completion and recognize growth.

## FACILITATOR TALKING POINTS

Use these key messages when introducing the challenge:

- Your online reputation is part of your personal brand.
- What you post, share, or comment on can impact your future.
- This isn't about being perfect, it's about being intentional.
- Every athlete, every post, every day, you represent yourself, your team, & your school.
- This challenge will help you think before you post & lead with purpose.



## PARTICIPATION INCLUDES



Online Reputation Score



Guided Reflection Activities



Leadership-Based Reputation Sprint



Completion Validation



Digital Badge & Certificate



Reflection Journal

## SUGGESTED TIMING

<b>PRE-SEASON</b>	Build culture, set expectations, & start the season strong.
<b>IN-SEASON</b>	Reinforce accountability & leadership throughout the season.
<b>POST-SEASON</b>	Reflect, reset, & prepare for the next chapter.
<b>OFF-SEASON</b>	Leadership development & personal growth focus.

## DISCUSSION PROMPTS

- What does your online presence say about you?
- How can you hold yourself & your teammates accountable?
- How could a coach, recruiter, or future employer view your posts?
- What kind of legacy do you want to leave as a student-athlete?
- What decisions online could help or hurt your opportunities?
- How can you use your platform to lead in a positive way?

## BEST PRACTICES FOR ADS

- Communicate the why, connect it to leadership & future opportunities.
- Recognize & celebrate completion.
- Make it part of your leadership development or team culture plan.
- Share stories & reflections (with consent)
- Encourage coaches to reinforce key messages.
- Revisit the challenge periodically to reinforce growth.



## PARTICIPATION & VALIDATION

Athletes receive completion validation resources designed for educational participation, leadership development, and guided reflection.

*These resources acknowledge participation & growth & do not represent academic credit or athletic ability.*

## AD FAQ

### Is this required?

No. Participation is voluntary & educational. You decide how it fits into your program.

### How much time does it take?

Approximately 60 minutes. Athletes can complete in one sitting or in segments.

### Can coaches get involved?

Yes! Coaches are encouraged to reinforce lessons & lead team discussions.



BRING IT TO YOUR  
ATHLETES.  
BUILD LEADERSHIP.  
PROTECT THE BRAND.