



DIGITAL LEADERSHIP INITIATIVE

PROGRAM OVERVIEW & QUICK START GUIDE

Protect Your Brand is a one-hour experiential challenge that helps people build a digital reputation that reflects their values, protects future opportunities, and strengthens their personal brand.

STUDENT-LED

SCHOOL SUPPORTED

COMMUNITY FOCUSED



FOR STUDENT LEADERS

Your Role: Lead, Influence, Inspire



COMPLETE THE PROTECT YOUR BRAND CHALLENGE

- PYB Challenge (60 min)
- Values-Based Leadership
- Optional: Online Reputation Score (30 sec)

☐

ENROLL IN THE DLI

- Complete Enrollment Form
- Parent Approval (if applicable)
- School Confirmation

☐

PLAN AND PRESENT INFLUENCE STRATEGY

- Ask Yourself:
- Who will I help?
 - How will I reach them?
 - Intended impact?
 - Success measurement?

☐

LEAD YOUR INITIATIVE

- Lead discussions
- Deliver presentations
- Mentor peers
- Organize activities
- Build partnerships
- Teacher Development
- Team Building Events
- One-on-one interactions

☐

TRACK YOUR IMPACT

- Document:
- Activities completed
 - Feedback received
 - Participants reached
 - Lessons learned

☐

LEADERSHIP IMPACT RESULTS PRESENTATION

- What you learned
- What you did
- Who you influenced
- Leadership lessons
- Impact created

☐

RECEIVE RECOGNITION

- Eligible Recognition Includes:
- Digital Leadership Certificate
 - Digital Leadership Badge
 - Leadership Recognition Award (if eligible)
 - Leadership Letter
 - Resume/LinkedIn Guide

☐

FOR SCHOOLS & SPONSORS

Your Role: Listen, Support, Recognize



REVIEW PROGRAM OVERVIEW

- Understand program goals
- Review student expectations
- Review recognition opportunities

☐

SELECT SENIOR STUDENT LEADERS

- Team Captains
- Student-Athletes
- Student Leaders
- Rising Jrs & Srs
- Student w/ leadership potential

☐

APPROVE PARTICIPATION

- Confirm student eligibility
- Confirm good standing
- Obtain parent approval (if req'd)

☐

SUPPORT THE STUDENT INITIATIVE

- Athletic Teams
- Summer Camps
- Churches
- Internships
- Parent Workshops
- Community Events
- Teacher Development
- Youth Outreach

☐

VERIFY PARTICIPATION & IMPACT

- Review Leadership Impact Presentation
- Verify participation
- Confirm Leadership effort

☐

RECOGNIZE ACHIEVEMENT

- Celebrate leadership
- Encourage continued impact
- Promote student success

☐

TOTAL SPONSOR TIME

30 - 45 MIN

Where Students Can Create Impact

- ATHLETIC TEAMS
- YOUTH LEADERSHIP ORGANIZATIONS
- GAMING & ESPORTS
- SCHOOLS
- CHURCHES
- LOCAL BUSINESSES
- TEACHER DEVELOPMENT
- PARENT WORKSHOPS
- YOUTH OUTREACH
- SUMMER CAMPS
- COMMUNITY ORGANIZATIONS
- ARTS PROGRAMS

THE LEADERSHIP IMPACT FLOW

A SIMPLE PROCESS. POWERFUL IMPACT



LEADERSHIP INVITATION

Recognized leadership potential



PROTECT YOUR BRAND CHALLENGE

Build a values-based foundation



DLI ENROLLMENT

Officially enroll in the initiative



LEADERSHIP INFLUENCE STRATEGY

Plan & present your leadership initiative



LEAD YOUR INITIATIVE

Implement plan, document participation & feedback



PRESENT IMPACT RESULTS

Share results, impact, and growth



RECOGNITION

Receive school-verified leadership recognition

RECOGNITION THAT SPEAKS BEYOND THE CLASSROOM



DIGITAL LEADERSHIP CERTIFICATE



DIGITAL LEADERSHIP BADGE



LEADERSHIP LETTER



RESUME / LINKEDIN LANGUAGE



LEADERSHIP RECOGNITION AWARD

Leaders Go First · Develop Leadership · Create Impact · Strengthen Digital Culture

BUILD CHARACTER. INFLUENCE OTHERS. CREATE IMPACT.
LEADERSHIP IS ACTION. LEADERSHIP IS INFLUENCE. LEADERSHIP IS YOU.

leadhawklearning.com
shaun@leadhawklearning.com