



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



1 COMPLETE THE PROTECT YOUR BRAND CHALLENGE

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

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2 COMPLETE THE DLI APPLICATION

- Official DLI Enrollment
- Confirm Participation
- Parent Approval (if applicable)
- School Approval

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3 CREATE AND PRESENT LEADERSHIP ACTION PLAN

Ask Yourself:

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

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4 IMPLEMENT YOUR PYB LEADERSHIP ACTION PLAN

- Team Meetings
- Student Organizations
- Church Youth Groups
- Community Presentations
- Summer Camps
- Teacher Development
- Team Building Events
- Mentoring Opportunities

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5 TRACK PARTICIPATION & IMPACT

Document:

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

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6 DELIVER A LEADERSHIP IMPACT PRESENTATION

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

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7 RECEIVE RECOGNITION

Eligible Recognition Includes:

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

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FOR SCHOOLS & SPONSORS

Your Role: Guide, Support, Recognize



1 REVIEW PROGRAM OVERVIEW

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

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2 SELECT 1-2 STUDENT LEADERS

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

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3 APPROVE PARTICIPATION

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

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4 SUPPORT THE STUDENT INITIATIVE

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

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5 REVIEW & VERIFY COMPLETION

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

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6 RECOGNIZE ACHIEVEMENT

- Celebrate leadership
- Encourage continued impact
- Promote student success

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ESTIMATED SPONSOR
TIME COMMITMENT:

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



IDENTIFY STUDENT LEADERS

Select student leaders



PROTECT YOUR BRAND CHALLENGE

Build a values-based foundation



LEADERSHIP APPLICATION

Apply to participate in the initiative



LEADERSHIP ACTION PLAN

Plan & present your leadership initiative



LEAD OTHERS

Implement plan, document participation & feedback



LEADERSHIP IMPACT PRESENTATION

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