Primary and Secondary Girls Active Leader (GLAMS) Training

Name of course	Girls Active Leadership & Marketing Roles
Impact on young people	As a result of this course, girls will have:
	higher levels of enjoyment and engagement in physical activity
	greater learning, life and leadership skills
	 improved health and wellbeing – now and in the future
	• greater self-confidence in transitioning between schools and key stages.
Targeted learners	The course is aimed at girls (primary & secondary) who have no prior experience of being a Girls Active Leader
Learning outcomes	By the end of this course, learners should be able to:
	Identify the different roles they might undertake as a Girls Active Leader
	• Explain how girls can motivate their peers by taking on advocacy, marketing, and delivery roles
	Understand the importance of developing an engaging brand
	 Develop an impactful slogan that engages and influences an audience
Course timings	60 minutes
Format	The training will be delivered through Zoom.

Overview of session

Venue requirements

• Large classroom/space so girls can move around

Equipment/software requirements

- Laptop/PC
- Headset or microphone/headphones
- Zoom Pro (ability to annotate screen)
- Music player (optional) to play at start/during activity

Resources – for Athlete Mentor

- Workshop notes
- Slide deck (and Intro slide deck if first session)
- Videos (on desktop): Nike Dream Crazier <u>https://www.youtube.com/watch?v=zWfX5jeF6k4</u> & Countdown clock <u>https://youtu.be/</u> <u>M2dhD9zR6hk</u>

Resources - for School

- Flip chart paper
- Paper and Pens

No.	Learning outcomes By the end of this session, learners should be able to:	Suggested learning activities	Resources	Approx. time
1	Get to know each other; build a sense of belonging	Welcome to SUFC: Girls Active Leadership & Marketing RolesAthlete Mentor - if first sessionIntroduce self and get to know our GLAMs team: Congratulate the girls on being selected.Explain that out of everybody in their school they have been selected because they have the potential to have a positive impact on their peers. These sessions will help to develop their leadership skills and support them in inspiring and influencing other girls to get and stay active.Name game: Ask each girl to introduce themselves by sharing their name and one word that describes them. This adjective must start with the same letter as their first name, i.e. Joyful Jenna. The next person following has to repeat the first person's name and adjective before adding their own.	Intro slides 1-5	5 mins

2	Identify the different roles they might undertake as a Girls Active Leader	Introduce workshop outcomes. Explain that today's session will consider the different roles they might undertake as a Girls Active Leader.	Slides 1-3: Intro	10 mins
		Activity: Verbal Tennis		
		Choose a theme, and ask the girls to get in a pair and in turn say a word related to that theme. They have to keep going back and forth until they can't think of any more words. The last one to speak is the winner! E.g., if the theme was 'sports' this could include: running - gymnastics - netball - football, etc.		
		Suggested themes could include:		
		• Fruits/Vegetables		
		• Sports (could be broken up into individual/team sports - we're trying to encourage the girls to think of different/new ways of moving)		
		Benefits of physical activity		
		Barriers to physical activity		
		• Finally, finish with the different roles they might undertake as a Girls Active Leader.		

3	Explain how girls can	Girls Active Leadership & Marketing Roles	Slide 4: Girls	15 mins
	motivate their peers by		Active Leader	
	taking on advocacy,	Explain that today's session is about the different roles the girls could take on as Girls Active	roles	
	marketing, and delivery roles	Leaders to motivate their peers. Specifically, we are going to focus on advocacy, marketing and		
		delivery roles. Ask the girls what they think each of the roles mean and take feedback.		
		Advocacy - Support/champion the importance of sport & physical activity and promote the		
		positive values of sport and physical activity in and throughout school.		
		Marketing - Consult with peers and find out what they would like to do. Collate ideas and promote/market the activities or sessions.		
		Delivery - Lead activities, sessions, clubs and/or events for the participants		
		Next, ask the girls to form a different pair and for the teacher to assign each pair a role (either	Flip chart and	
		advocacy, marketing, or delivery) and give each of the pairs a piece of paper. Ask the girls to	pens	
		write down as many 'jobs' that they can think of that might come under that role. See which pair		
		can write down the most jobs in 5 minutes. E.g.,		
		Advocacy - Deliver an assembly, present to SLT, create a school sports council, create a newsletter		
		Marketing - Create posters, develop a promotional video, create a blog, social media presence		
		Delivery - Set up a breakfast club, deliver fun playground activities, set up a new lunch time or		
		after school club, support teachers in the delivery of PE lessons	Youtube video	
			playing in	
		After 5 minutes is nearly up play the Countdown 30 second clock video in the background to let	background -	
		the girls know time is almost up. See which pair got the most jobs written down and then ask	Countdown	
		each of the pairs to present back.	clock	

4	Understand the importance of developing an engaging	Developing a Brand - Marketing		10 mins
	brand	In order to have an impact and attract girls to your sessions, it's important that you create a		
		strong, appealing brand within school; one that represents you as a team of GLAMs and what		
		you're trying to achieve.		
		Play video: Nike - Dream Crazier - <u>https://www.youtube.com/watch?v=zWfX5jeF6k4</u>	Youtube video	
		How does that video make you feel? Why is it inspiring? Take feedback. Female athletes who		
		have broken barriers and achieved things what people didn't think they were capable of.		
		Inspiring more girls and women to be active and chase after their dreams. This is a perfect		
		example of a successful marketing campaign - it makes you feel something; it has an impact.		

5	Develop an impactful slogan	Activity: Power of 3	Slide 5: Brand	15 mins
	that catches and influences		slogans	
	an audience	The world's most successful brands have slogans that everyone knows across the globe. Show		
		the logos on the slides and ask the girls to shout out what the slogans are for each brand.		
		Nike - Just Do It		
		McDonalds - I'm Lovin' It		
		Tesco - Every Little Helps		
		Apple - Think Different		
		Ask the girls to each draw around one of their hands on a piece of flip chart paper. The girls are	Slide 6: What is	
		to write down in each hand one word that is important to them in their role as a Girls Active	your slogan?	
		Leader. Encourage them to think about how they might want the girls to feel back in school		
		when taking part in their sessions (e.g., strong, confident, happy, powerful). From this, the girls	Flip chart and	
		should have a clearer understanding of their message and what they're trying to achieve.	pens	
		Next, ask the girls to use these words to create an inspiring, impactful slogan that they can use	Slide 7: Past	
		to promote their GLAMs brand in school. Show some past slogans on the slides as inspiration	slogans (only	
		only if the girls are struggling. Ask them to write/draw this slogan really big on a poster and ask	show if needed	
		the girls to read it out loud (with meaning and passion!). Teacher can also record a video of them	for inspiration)	
		if needed.		

6	Identify next steps and actions to undertake in their school	Next steps: How can we reach other girls back in school? How can we ensure they hear our slogan? Discuss	Slide 8: Next steps	5 mins
		and agree three things that the girls will commit to on the back of this session in order to promote their brand and get their message across effectively, e.g. develop a Girls Active marketing campaign, deliver an assembly, create inspirational posters to put around school, re- design the school notice board, social media.		
		Quote to finish: "One woman can make a difference but together we can rock the world". Explain that what they're trying to achieve isn't going to be easy but by working together and supporting each other they will achieve so much more! Good luck!	Slide 9: Quote	