



## Sports Ambassadors Program 2024: Outline and Storytelling Recommendations

**As you plan your story/presentation,** please keep in mind the goals of the Sports Ambassador Program which are:

- to promote the benefits of sport participation,
- to inspire youth to participate in sport through the delivery of compelling personal stories,
- to promote awareness of the NB Sports Hall of Fame.

**Here are our recommendations for a successful, engaging story:**

**1. Introduction:** Pick a central lesson you have learned from your own experience, or pick an event in your athletic career where there was a lot at stake. A great possible beginning for your story is by painting a picture of how there was a lot at stake, or what you were feeling and experiencing on a very important day within your athletic career.

**2. Hook:** An introduction or beginning should contain a hook if possible. We mean a reason to keep listening. This can be a mystery, a compelling question, or something emotionally stirring.

**Examples:**

- "What do you think an Olympic medalist might eat for breakfast?"
- "Why was the most famous boxer to ever come out of New Brunswick too sad to train for the biggest fight of his career?"
- "It was 1997, and the stadium was packed with fans. We were playing for gold against the best team in the world, and as head coach I had to..."
- "It was the worst day of my athletic career. It could have been the worst day of my life..."

These examples all either hook with emotion or with curiosity. The second example does both. The worst thing you can do to maintain interest is begin by explaining how great everything was (unless you're setting the stage for disaster to strike)

**3. Ice-breaking with open-ended questions:** A few open-ended questions relating to the topic your story covers can serve to break the ice. Open-ended means "no single right answer".

**Examples:**

- "What do you think you need to have to be a winner, or to be successful?"
- "What makes for an exciting game?"
- "Why are sports good for you?"

### Presentation Steps

- Step 1: Teacher intro
- Step 2: Short intro
- Step 3: Video
- Step 4: Tell your story  
(or run your activity)
- Step 5: End with Q&A

**4. Connect your Story to Lessons:** It will be helpful to think of how your story aligns with values, principles, or educational goals. NB Sports Hall of Fame is aligned with the principles of “True Sport”, a national initiative to promote the positive impact of sport. Finding places in your story to show these principles in action will help create an inspiring and meaningful interaction with your audience.

**5. Middle:** Telling an authentic story that is meaningful to you will inspire. Here are a few details to include in the middle of a story that will help engage students:

- Surprising details or facts
- Dramatic events
- Inspiring insights or lessons

**6. Ending:** In advance, choose an end point. Make it something satisfying and conclusive that brings some resolution to the curiosity or engagement that you hooked your audience with. A good ending could have:

- An answer to a mystery
- The answer to an open ended question
- A happy ending
- A moral or lesson illustrated by the story.

**7. Tangible Objects:** We strongly encourage bringing sports props, such as equipment or memorabilia. One ambassador will be bringing a fistful of coaching certifications from various national championships. Anything authentic to you that you can tell an interesting story about will suffice.

## True Sport Principles

### Go For It

Rise to the challenge – always strive for excellence. Discover how good you can be.

### Play Fair

Understand, respect, and follow the rules. Play with integrity.

### Respect Others

Show respect for everyone involved in creating your sporting experience; Win with dignity and lose with grace.

### Keep It Fun

Find the joy in sport and share it with others. .

### Stay Healthy

Always respect and care for your mind and body.

### Include Everyone

Recognize and celebrate strength in diversity. Invite and welcome others into sport.

### Give Back

Say thanks and show gratitude.

## Reminder: Gender neutral language

A quick reminder to use gender-neutral pronouns or group identifiers like “everyone” or “students” instead of “boys and girls”

### 8. Have your own plan:

Finally, these are our guidelines. We do ask that our Sports Ambassadors show our video.

Some of our Sports Ambassadors wish to make their presentations more about the children, and use structured activities that teach specific athletic skills, or at least allow the children to explore those skills and see how they feel. As an organization, our mandate is storytelling and we’ve structured our presentation on that, however we’re very supportive of alternative approaches, and encourage you to do what feels most authentic to you.

