

Tactic 3: Key Messaging Guide

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Strategic Statement:

The purpose of this tactic is to find keywords and assist in creating a mission statement that showcases Herron Athletics.

Key messages

- Provide the foundation for the organization
- They allow all parents, players, coaches, officials, and administrators to know what is acceptable behavior and the program's goals

Key Messages we can use:

- Herron Athletics provides a comprehensive program that develops lifelong learning, friendships, values and skill through work-ethic, and sportsmanship
- Herron Athletics enhances the development of positive student habits that will prepare them for adult life
- Provide athletic programs committed to fairness and competitiveness that better student life to achieve goals

Some values that would work well with HHS

- Community, Sportsmanship, Experience, Progress, Hard Work, Pride, Respect, Effort, Attitude, Work Ethic, Teamwork, Determination, Skills, Inspire

Strive is an acronym you can use for your branding and messaging. It can help bring awareness and focus on what is important for Herron Athletics.

S: Sportsmanship

Herron Athletics commit to fair play, ethical behavior and goodwill towards opponents that contribute to the success of the team.

T: Teamwork

Athletes see the importance of collaboration to accomplish an overall goal for the team. Teamwork from sports will transfer and give our athletes a sense of how important collaboration and cooperation is.

R: Respect

Is the foundation of collaboration by teaching everyone to compete as friends to trust one another. Athletes learn to compete as friends and trust another even in opposition.

I: Integrity

Herron athletes are honest with each other, hold themselves accountable for their actions, and practice flexibility as a team.

V: Values

It is important for athletes to know their values as it benefits a player's game. Accepting your own values and others will advance self-awareness, self-control, and strategy.

E: Effort

Working hard is a vital habit to meet an athlete's personal best and achievements. Every athlete does their best to maintain a strong team and contribute to building success.

