

OUR PROGRAM

DISCOVER	DEFINE	DEVELOP	DISCUSS	INSPIRE
Introduction Michele Sinclair Founder & CEO	Your Personal Brand	Media Training	Impact Of Bullying & Abuse In Sport	Tommy Europe CFL, Fitness Guru, Stuntman
Who I Think I Am	The Power Of Social Media	Informational Meetings	The Truth Surrounding Mental Health & Depression	Brent Johnson Ohio State, CFL, Canadian Football Hall of Fame
Who Am I?	Social Media In The World Of Sport	The Art Of Connecting For Winning Results	The Fundamentals Of Personal Finance	Charmaine Crooks 5x Olympian, Track & Field
Character, Strengths & Leadership	Build Your Brand Through Social Media	Interview Preparation	Leadership Development	Matt Johnson SFU Track & Field 5X All American
Values, Virtues & Leadership	Build Your Brand Through Community Engagement	Your Cover Letter	Excelling In Life & Sport	Dean Malkoc CHL, NHL, Boston Bruins Scout
The Power of Transferable Skills	Build Your Brand Through Partnership	Your Resume	Creating A Healthy Athlete-Coach Relationship	Dr. Saul Miller International Sport & Performance Psychologist
Your Personal Why	Build Your Leadership Brand	Internships	Building Resilience Through Grief	Mercedes Nicoll 4x Olympian, Snowboarding
Who I Know I Am	Build Your Brand Through LinkedIn	Mentorship & The Elite Athlete	Maintaining Optimal Health & Wellness	Christine Fletcher 6x World Ironman