

8 PRINCIPLES FOR SUCCESS

1



NO JUDGEMENT

TAKE PRESSURE OFF PERFORMANCE AND GIVE FREEDOM SIMPLY TO PLAY.

2



INVOKE EXCITEMENT

BRING A SENSE OF ADVENTURE AND DISCOVERY.

3



CLEAR EMOTIONAL REWARD

REFRAME ACHIEVEMENT AS 'MOMENTS OF PRIDE', NOT WINNING.

4



OPEN EYES TO WHAT'S THERE

REDEFINE SPORT AS MORE THAN SCHOOL SPORT.

5



BUILD INTO EXISTING HABITS

TAP INTO EXISTING BEHAVIOURS IN OTHER SPHERES.

6



GIVE GIRLS A VOICE & CHOICE

ALLOW GIRLS CHOICE AND CONTROL TO FEEL EMPOWERED.

7



CHAMPION WHAT'S IN IT FOR THEM

MAKE IT MUCH MORE THAN JUST ABOUT HEALTH.

8



EXPAND IMAGE OF WHAT 'SPORTY' LOOKS LIKE

CREATE TRULY RELATABLE ROLE MODELS WHICH INSPIRE.