

**Special
Olympics**



Athlete Spokesperson/ Global Messenger

Participant Workbook

July 2021



**ATHLETE
LEADERSHIP**

Lesson 1: Sharing Your Story

? Instructions

1

Read what you need to do in order to share your story with others and create impact.

2

For the activities, do *one* of the following:

- Print out and complete by hand.
- Complete on your computer and save.



Lesson 1: Sharing Your Story

✓ “Welcome to my world!”

How Ben reminds people about how his point of view is different.

We will begin this lesson looking at a video of Special Olympics athlete and staff member, Ben Collins, <http://www.espn.com/video/clip?id=23916328>.

ACTIVITY #1

After seeing Ben's video, let us think about the following questions.

Why is it important to share Ben's story with others?

What are some of the things that could happen to people who sees Ben's story?

Why your story matters?

Connecting people to the movement will make people care about you, your story, and Special Olympics.

Real stories that come from you show how you are a leader and why your experience matters.

Remember: You do not have to be a great public speaker to share your story. We mostly share our stories through speeches but there are many other ways to get your story out there and we will look at all of those options in this course.

ACTIVITY #2

Before you start building your story, it is important to get comfortable thinking about yourself and your life. To help with this process, think about your answers to the questions below.

How have you acted as a leader on or off the field?

Please tell us about your proudest or more memorable moments. How did you feel during this moment?

How does your story show your talents & skills?

What is your goal as an athlete leader?

What is one thing you want everyone to know about you?

Now you will start **Building your Story**, here are some important things you need to consider.

As we discuss each of these points, think about yourself and start making choices about the kind of story you want to share. Some stories you have may be too personal to share. **Never** feel pressured to share a part of your life that you do not want to. They are **your** story and other people do not have the right to know everything about you if you do not want them to.

What is the focus of your story? For example:

- *Your journey as a competing athlete.*
- *Your leadership role as an athlete leader.*
- *Your job and independent life now.*
- *Your life growing up and obstacles you faced.*

Describe the *before* and *after*? As in, what changed? What was your life like before joining Special Olympics? How did things change after?

For example: A change in your health, confidence, skills, new friendships, feelings of acceptance and success.

Include any details unique to your story. Are there any shocking or surprising moments or coincidences that stand out in your story? For example:

For example:

- *Did you receive glasses for the first time at a Healthy Athletes screening?*
- *Did you try a new sport for the first time and realize you are really good at it?*

Here are some questions that could help you out as you start building your story:

- When did you get involved in Special Olympics and why?
- What are your favorite sports and why?
- How is your life different since you started with Special Olympics?
- What does Special Olympics mean to you? How has it changed you?
- What are you most proud of?
- How are people with intellectual disabilities treated in your country? How is this a problem for you?
- How has Special Olympics improved attitudes and helped build unity or community in your country?

Additional space to write your story:

ACTIVITY #3

Let us look at the story of [Kester Edwards](https://youtu.be/LQ3nhM3GBCE), Special Olympics athlete and staff member: <https://youtu.be/LQ3nhM3GBCE>

After looking at the video, think about the following questions about Kester's story:

What was the focus of the story?

Describe the *before* and *after*. As in, what changed?

What are some unique details of this story?

How does Kester feel when he's in the open water?

What makes Kester's story a good one?

Where can you share your story?



Social media & blogs

For example: Instagram, Facebook, Tik Tok, Twitter



Radio/TV/news interviews



Partner or donor meetings

Tell your story through Social Media

- **Social media gives everyone a space to tell their story instantly:** You do not need someone else to write your story or tell your story for you. You are in control.
- **Share what you want:** Think about what you would want to see about your friends and what they should know about you.
- **Be authentic, honest, be open to questions and different points of view:** As long as those different points of view are not harming you or others
- **Use # HASHTAGS #:** These bring similar posts together & add what you are saying to the global conversation. Special Olympics and other disability advocacy groups often use their own hashtags to group certain stories together. *For example: #InclusionRevolution; #NothingForUsWithoutUs, #DisabilityTwitter, etc.*

For information regarding use of social media (purpose, safety, privacy and general advice) refer to this [Social Media Guide](#).

<https://www.dropbox.com/s/w7sr5m5v7okzfmj/Social%20Media%20Guide.docx?dl=0>

Lesson 2: Writing a Speech

Lesson 2:

Writing a Speech



A **speech** is the expression of ideas and thoughts through communication (using your voice, sign language, or augmentative and alternative communication [AAC] devices).

There are different types of speeches. Depending on the goal or purpose of the speech, it can:



INFORM



CONVINCE



ENTERTAIN



INFORM

The goal is to inform and educate.



CONVINCE

The goal is to make everyone feel, think, and take action.



ENTERTAIN

The goal is to capture everyone's attention with a fun message. feel, think, and take action.

ACTIVITY #1

Let us look at this [video](#) from Special Olympics Chief Inspirational Officer, Loretta Claiborne, and think about what type of speech she delivered.

After the video, you will see a poll question. Select which answer you think is correct.

Video link: <https://www.youtube.com/watch?v=-SyTJZRtCkc>

Purpose of a speech

When you are writing a speech, you need to ask yourself these questions:



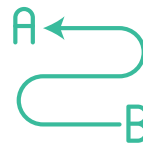
Who are you talking to?



What do you want them to **KNOW?**



How do you want them to **FEEL?**



What do you want them to **DO?**

Notes

ACTIVITY #2

Let us watch this [video](#) from Special Olympics founder, Eunice Kennedy Shriver. After the video, we will try to understand the purpose of her speech answering the 4 questions below. We will go one question at a time, and you can put your answers in the chat box or say them out loud.

Video link: <https://www.youtube.com/watch?v=ucnJXF09OkY>

1 Who was Eunice Kennedy Shriver talking to?

2 What did she want them to KNOW?

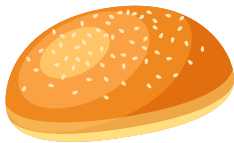
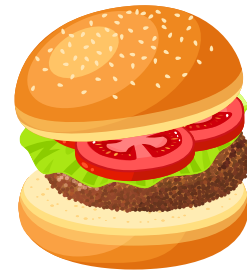
3 How did she want them to FEEL?

4 What did she want them to DO?

Now, let's talk about **Building a Speech**.

A SPEECH IS LIKE A SANDWICH.

- Opening statement and closing statement are like the buns because they hold everything together
- The body of the speech is like the meat and all of the sandwich toppings because that represents the main points of your speech = meat and cheese — the good stuff



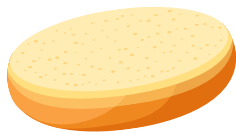
OPENING

- Greet your audience.
- Tell them your name.
- Say the purpose of the speech. What are you there to do?



BODY

- Main point. Show the audience that you know about the topic.
- Share examples or stories that grab their attention. Share your personal experiences using your own words.
- Get them to care about your speech.



CLOSING

- Every speech needs what is called a “call to action.” This is the thing that you want the audience to do after hearing your speech (donate, become volunteers, etc.). Be specific about what you want them to do.
- Briefly repeat the point or purpose of your speech and main talking points; this is called summarizing.
- Thank everyone.

ACTIVITY #2

We want you to practice writing your first speech. We want you to take some time to do this after this training session. Once this session is over, work on writing your speech and have it ready for our next session where we will learn about how to deliver a speech. You could ask a mentor, friend, or family member to help review your speech.

Consider the following information as you start writing your speech:

✔ What is the purpose of your speech?



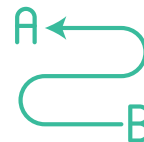
Who are you talking to?



What do you want them to **KNOW**?







How do you want them to **FEEL**?



What do you want them to **DO**?

Knowing the answers to those questions is important. Let's practice.

See the example below and use it to write your own speech using the outline.

Type of speech:	Convincing
<i>Purpose:</i>	
 Who are you talking to?	Families of people with intellectual disabilities
 What do you want them to KNOW?	In Special Olympics we welcome them and their family member with an intellectual disability.
 How do you want them to FEEL?	You want them to feel welcome.
 What do you want them to DO?	To join Special Olympics

Here's a blank table for you to use when prepping for your speech.

Type of speech:	
<i>Purpose:</i>	
 Who are you talking to?	
 What do you want them to KNOW?	
 How do you want them to FEEL?	
 What do you want them to DO?	



OPENING

Greet your audience, tell them your name, and say the purpose of the speech



BODY

Main point, use evidence, share examples, and tell them what you want them to do

BODY (continued)



CLOSING

Summary statement, ask them to take specific action and thank them

Lesson 3: Delivering a Speech

Lesson 3:

Delivering a Speech

In the last lesson, you learned how to write a speech. At the end, you practiced writing your own speech. In this lesson, you will learn how to deliver it. For this lesson, you will need your speech from Lesson 1 for this lesson. It is okay if it is not finished and only a draft.

Before delivering a speech

1 Review your speech one last time

Reread the speech out loud. Ask for support from a mentor to think about what is good about it and what is still missing. Make changes to improve it. Here is a checklist you could use when you review your speech.



● OPENING

- Do you have an opening statement and is it something that will catch the audience's attention?
- Do you say why you are talking to them?
- Do you introduce yourself?



● BODY

- Are the main topics clear?
- Did you use examples or data or tell the audience why you are the one talking to them about this topic?
- Did it have a call to action?



● CLOSING

- Did you recap your main points?
- Did you tell people how to get involved?
- Did you thank the audience for giving you their time?
- Did you ask if the audience had any questions?

2 Practice your speech.

For example: ask a mentor, friend, family member to listen and give feedback.

3 Think about visual aids that could help you deliver your message better.

For example: a PowerPoint presentation, photos, videos, your Special Olympics medals, etc.

4 Think what type of equipment or supplies you need.

For example: microphone, speakers, computer, think about the type and size of the venue you will deliver your speech in.

5 Take a copy of the speech with you.

For example, it could be on a paper, tablet, phone, etc. Also take a back-up in case technology does not work or you lose the first paper copy. Always be prepared!



ACTIVITY #1

Ask all participants to think about the speech they created and if they have a good opening, body, and closing remarks. Ask one or two participants to share the draft of the speech they created with the group. Provide feedback and suggestions of your own. Ask yourself these questions about their speech:

Were you able to identify all 3 parts of their speech?

What made it good?

Would you change or add something to the speech?

Delivering the Speech

✓ Things to remember:



Be confident



Emphasize words



Watch your body language



Keep calm



Be confident

Practice reading your speech many times. Try recording yourself so you can see and hear if you are doing anything you are not supposed to.

Do not feel like you must memorize your speech. It is okay to read it from a piece of paper or a device. Just remember to look up every couple of seconds and make eye contact with the audience.

Know the audience for the speech and dress like most of the audience is dressing. If it is a formal event, wear a shirt and tie. If it is at a competition, wear a Special Olympics shirt. It is a good habit to always ask the person in charge of the event that you are speaking at what the attire is so you do not show up over- or under-dressed.

ACTIVITY #2

Part 1:

Divide into small groups of 3. **All 3 participants must improvise a 1-minute speech.** They must choose one of the following topics:

- 1** Talk about what it would be like to fly a plane.
- 2** Talk about what it would be like to live in space.
- 3** Talk about what it would be like to be a lion.

Part 2:

In the same groups of 3, improvise another 1-minute speech with each person choosing one of these topics:

- 1** Talk about a personal or family tradition.
- 2** Talk about a hobby you have / something you enjoy doing.
- 3** Talk about your favorite vacation.

After giving your speech and listening to the others, ask yourself the following questions:

Did you notice any difference between the speeches?

How did you feel giving the first speech? Compare that to how you felt giving the second speech.

Was one easier or harder than the other? Why do you think that?

!!! Emphasize words

Your voice is a powerful tool. You can use pauses between sentences, don't speak too slow or too fast and use your voice to emphasize words.

ACTIVITY #3

The facilitator will say each sentence below while emphasizing the highlighted words.

- 1 *I* was born in _____ (your place of birth)
- 2 I *was* born in _____ (your place of birth)
- 3 I was *born* in _____ (your place of birth)
- 4 I was born *in* _____ (your place of birth)
- 5 I was born in _____ (*your place of birth*)

Which emphasis do you find the most powerful? Why?

Go to your speech and underline words you want to emphasize.

When used sparingly (only a couple of times), emphasizing words can be very powerful and tell the audience what is most important in your speech.



Body language

Using your body movements can be an effective tool for adding emphasis and clarity to your words. It is also your most powerful tool for convincing an audience of your sincerity and enthusiasm.

Facial Expressions

Your face expresses your feelings to the audience. Together with your voice and movements, it tells other whether you are being serious or funny, happy or sad. If you are telling a happy story, but have a worried or sad look on your face, it will confuse the audience. Your facial expressions should match your words and feelings.

Eye Contact

Your eye contact should be steady and not moving quickly from side to side or up and down. A good tip is to look at one person in the audience in the eye until you have completed your thought. Then find someone on the left, look at them, and make your statement. Then look at someone in the center and make a statement. Then look at someone on the right and make a statement. Pretend you are talking only to that individual. Repeat this process until your speech is finished. Eye contact is much easier when you know your speech very well. You do not have to memorize the whole thing, but memorizing sections or sentences is helpful.

Small Movements

There are specific body movements that express a thought or emotion. They may be made with the head or shoulders, but most are made with the hands and arms. For example: looking up, pointing with your fingers, shrugging your shoulders, etc. It is okay to make small movements with your body during your speech, but move too much and it can be distracting for the audience.

Whole Body Movements

Your posture and movement tell everyone whether you are alert, interested, engaged with the audience, and confident. If you can stand while giving your speech, make sure you stand as straight as possible. Have a wide base with your feet spread out. If you are sitting down for the speech because you use a wheelchair, you can still make sure you are sitting as straight up as possible. Relax your shoulders, keep your chest up and stomach in. Just like with the small movements, be aware of how much you are moving your body during your speech. It is easy to move a lot during a speech and not realize it. To practice, record yourself giving a speech and pay attention to how much you move parts of your body.



Keep calm

In your time as a public speaker, if you do this often enough, things will go wrong. You will forget your speech at home. You will lose your place in your speech and forget what you were saying. You will show up to an event over-dressed or under-dressed.

When things go wrong, the only thing you can control is your reaction to them. It does not matter if it was your fault or someone else's fault that something went wrong. You cannot change the past, so no need to be overly upset about it. Allow yourself a moment or two to be angry or sad, but you need to move on quickly because people are still counting on you.

Do not surrender to the situation.
Continue to speak and stay focused.
The show must go on.
Keep your sense of humor.
Take deep breaths.
You can do this!

PRO TIP!

What happened?

You made a mistake with a word or forgot a phrase during the speech?

What can you do?

You can always pause and re-start the word or phrase!

After Delivering the Speech

- ✓ Take feedback from your mentor/coach.
- ✓ Listen to what others in the audience said.
- ✓ Make notes of needed changes so you can improve for future speeches. It is important to understand that your speech will always change and get better

Lesson 4: Media Training

Lesson 4: Media Training

✓ **Media** is the way people give and receive information. It is delivered in a wide variety of mediums or ways.

ACTIVITY #1

Who are the media?
(check all that apply)

Television
National, local and cable news
(CNN, HBO, BBC)

Radio

Newspapers

Magazines

Internet
Blogs, social media (Facebook,
Instagram, Twitter), comment
posts, podcasts

ACTIVITY #2

Which media outlet do you use the most to receive the news?
You can select only two options.

Television
National, local and cable news
(CNN, HBO, BBC)

Radio

Newspapers

Magazines

Internet
Blogs, social media (Facebook,
Instagram, Twitter), comment
posts, podcasts

Now that we know where you receive most of your news, where do most people get their news from?



How we consume media has changed over the years. News is now spreading faster than ever because of social media.

Now, let's talk about why Special Olympics needs to be in the media.

ACTIVITY #3

Special Olympics has had a long and close relationship with the media dating back to when Special Olympics officially first started in 1968. They cover our events, interview our athletes and Program leaders, and help spread the Special Olympics mission and work all over the world.

Let us look at a [video](https://www.youtube.com/watch?v=9wn6pl-vW0s) of how the media covered a story from Team USA during World Games in Abu Dhabi. Video link: <https://www.youtube.com/watch?v=9wn6pl-vW0s>

After watching the video, answer the following questions.

How does the media help Special Olympics?

Why is the media important to Special Olympics?

The media does all the following:

- Builds credibility.
- Powerful influence on society's attitudes and behaviors
- Builds awareness of our organization and educates others on our mission.
- Helps raise funds.
- Recruits new volunteers, coaches, and supporters.

Athletes know Special Olympics better than staff, parents, volunteers, and coaches. This is why you all must be at the front of our media involvement efforts. In most cases, Global Messengers are the first athlete leaders we turn to because you have been trained in how to tell your story.

Depending on the story the media wants to tell, athletes may be highlighted in the media by yourselves, or sometimes with other athletes, Special Olympics staff, family members or coaches.

One of the common ways athletes participate in the media is by giving interviews. Let us talk about interviews.

Interviews

✓ **Interviews** can be done in different ways:

Live or taped (TV or radio)	Telephone interview	In-studio or talk show format
On-locations (interview and athlete in the same place)	“Remote” interview (interviewer and athlete in different places)	Video chat over the internet (Twitter, Facebook, Skype)

✓ Here are some **interview** tips for you:

- Be yourself.
- If the interviewer is okay with it, ask for a list of questions before the interview. This will give you time to prepare and think about your answers.
- If you do not understand a question, ask the interviewer to repeat it. This will give you more time to prepare your answer.
- Prepare – make sure you know the facts.
- If you do not know an answer to their question, just say so. Do not make something up. It is okay if you do not know something. After the interview, try to find out the answer from a staff or family member and let the interviewer know.
- Try to wear a Special Olympics logo (on shirt, pin or medal).
- Be positive and energetic.
- Gesturing and fidgeting is okay if it puts you at ease. Do not lock your legs; bend them slightly when doing an interview. Do not tense up. Try to relax and have fun with it!
- Remember that you play an important role in Special Olympics.
- Smile!

If you know you are going to be interviewed review these tips and ask someone to help you practice. Like giving a speech, in an interview it is important you are confident in telling your story.

Now, if you want to get in the news. Here are some things you can do:

- Share photos with your local media and write up a story idea for them to cover.
- Post photos and your work on social media and tag the news outlets.
- Alert your Special Olympics Program when you are doing something so they can help you get in the media.

Please complete the [Training Evaluation Form](https://specialolympics.qualtrics.com/jfe/form/SV_5cZHOzU0qemAkDP):

https://specialolympics.qualtrics.com/jfe/form/SV_5cZHOzU0qemAkDP

