

FIRST[®] LEGO[®] League

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DEVELOPING A TEAM IDENTITY

PRETTY SMART POWER GIRLS

MEET THE AUTHORS

- Pretty Smart Power Girls are a team of friends from Noordhorn, Groningen, The Netherlands
- All-girls team
- 4th year in FIRST LEGO League
- 2018 BeNeLux Champions (Hydro Dynamics)
- FIRST World Festival Detroit, MI 2018



WHY DEVELOP A TEAM IDENTITY?

- **It helps with team building:** finding out about your team's identity also strengthens your team by appealing to a common denominator for all team members.
- **It helps with team recognition:** having a well-defined identity makes you easily recognizable and other teams and volunteers will be able to remember you in different seasons and competitions
- **It helps make an impression on the judges:** FLL is a judged sport. Judges will recognize and appreciate your efforts at establishing a fitting team identity.
- **It is fun.** No explanation needed.

GET TO KNOW YOUR TEAM

- Some of your team identity can be planned. Others get added over time.
- The best way to find an identity that matches your team and your teammates is to do many Core Value / Team Building exercises.
- You can find lots of ideas on FLLtutorials.com

AN IDENTITY FOR ONE SEASON AND BEYOND

One time: build an identity for a single season

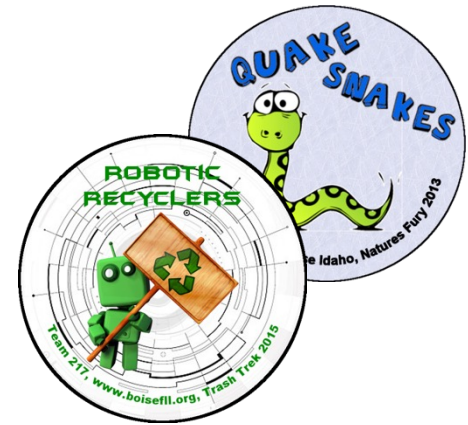
- Maybe your team only competes once in FLL
- You want to emphasize the season's theme

Prolonged: build an identity for multiple seasons

- You aim to participate over multiple seasons and want to remain recognizable.
- You want to emphasize your team's identity or personality

CHOOSING A TEAM NAME

- **Theme based:** Base your team name on the season's theme. For the Hydro Dynamics season a lot of teams had 'hydro', 'aqua' or 'water' in their names.
 - Examples: Hydrabots, Water BuffaLEGOs, Aqua Challengers, The Hydro Haulks. **Pros:** Fits current theme, spectacular. **Cons:** One time use
- **Location or Organization based:** Base your name on your city or school.
 - Examples: Princeton Unimators, Pennsylvania's Finest Robotics, Cadmes Creators, Frencken's Future. **Pros:** Easily identifiable, reusable. **Cons:** sometimes less memorable
- **Fantasy Name:** Make up your own name. It can be anything you and your team are comfortable with. It can be descriptive or completely made up. Be creative!
 - **Pros:** Spectacular, reusable, easily identifiable, creative. **Cons:** Maybe your school or sponsor wants to included



CASE STUDY: COMING UP WITH OUR NAME

- We wanted an international sounding name, so we chose an English name although we are from the Netherlands.
- We are all girls. So "Girls" should be in the name.
- We make fun of "pretty" being THE defining quality for girls. We are just as smart as boys.
- So we came up with Pretty Smart Girls. Our coach explained that in English Pretty Smart can mean different things, it is a pun. Pretty is "beautiful", but also "quite". And Smart is "intelligent", but also "Stylish, fashionable". The combination "pretty smart" can mean many things!
- POWER is an acronym for what we do (in Dutch): Programming, Onderzoek (research), Wetenschap (science), Experimenting, Robotics.
- All combined makes us **Pretty Smart POWER Girls**.



Whatever name you pick, make sure it has a meaning for your team.

DEVELOPING A TEAM LOGO

- Every team needs a name
- A team logo is optional, but fun!
- We have a colorful logo that represents our fun and diversity and passion for science.
- The words in the logo have a typeface that matches their meaning.
- We have different logos for online/print and for shirts. But they are still easily identifiable.



SHIRTS AND HATS HELP CREATE AN IDENTITY

- Our shirts vary every season. We started simple, but as we got more experienced, we also put more time into our appearance.
- We always wear some kind of hat. It's just so much more fun!
- This year we also added sweaters and jackets



Our robot and shirts match!



Christmas hats in december



Dutch hats, makeup and ribbons
for internationals



TEAM CHEERS

- Having a cheer, yell or a song can define you as a team.
- You can add to your identity by creating a yell or cheer that is unique and enhances your team presence.
- Maybe you can even add dance moves!

FLAGS, BANNERS, MASCOTS

- Flags are a good way to show where you are from. (Country, state, city, or school)
- Banners
- Mascots



Photo: Dutch Delta

SOCIAL MEDIA

- Also very important for establishing an identity: online presence!
- Facebook, website, instagram, twitter, youtube,...
- Talk about your team, your goals and dreams, the team members, your project, and any other amazing findings
- Use these social media sites to share and inspire!



TIP: BE AUTHENTIC

- **No matter what identity you have or want to create, always be authentic, be true to who you are as a team.**
 - For example, if you are all shy kids, don't create an image that you are extroverted party people. Or if you are cheery bouncy kids, don't try the “professional” look. Do what makes you happy!
- **Don't copy an other teams' identity just because they seem succesful.** It probably won't work for you. See above.



Pretty Smart supporting the Droids at 2018 Detroit World Festival

CREDITS

- This lesson was written by Pretty Smart Power Girls (<https://www.facebook.com/prettysmartfll/>)
- More lessons for FIRST LEGO League are available at www.flltutorials.com



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