



Training & Education Resources



# The World Rugby & coachup Workbook: Module 2

## Architect of Identity

# ARCHITECT OF IDENTITY

## Today's Outline.

- **In-group Identities**
- **Rituals & Symbols**



WARM UP  
ACTIVITY

# HOW AM I BEING AN ARCHITECT OF IDENTITY TODAY?

- Note down how your team already uses **identity, symbols, songs, uniforms, gestures & rituals** to create a sense of team today?



# Today's Outline.

- **In-group Identities**
- Rituals & Symbols



# IN & OUT GROUPS?

- What is the benefit of creating a **team in-group**?

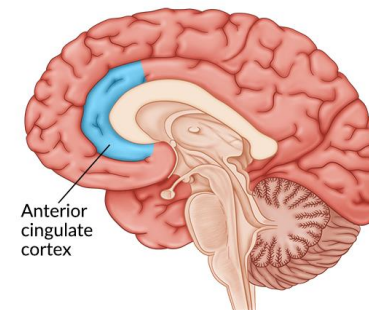
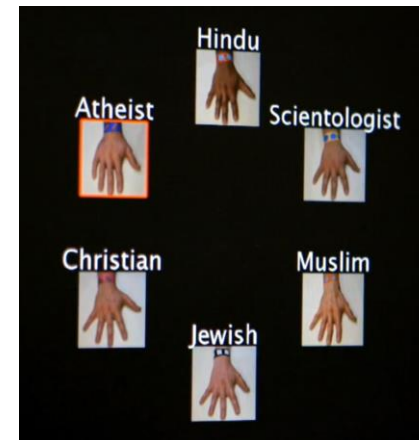
We are motivated to support people we see as in-group ("US")



And NOT motivated to support people out-groups ("THEM")



It takes very little to establish in-group.



# IN & OUT GROUPS.

My key notes on **In-group Identities**:

# Today's Outline.

- In-group Identities
- **Rituals & Symbols**



# RITUALS & SYMBOLS.

What is the benefit from using **rituals & symbols**?

We like to **symbolize our belonging** to those groups.

And we like to symbolize that we belong to groups that **share our purpose**.

A ritual will help those in an in-group to **connect to a common team activity** and **deepen the shared group identity**.



**ALL BLACKS HAKA**





# RITUALS & SYMBOLS.

My key notes on **rituals & symbols and creating a shared purpose:**



WE

## CORE PRINCIPLE

When your players share a sense of purpose, a strong team identity (including having team symbols and the story of the team's shared history), it motivates each individual player towards collective outcomes and binds you together as a team. This sense of team belonging helps motivate your players through both good and bad times. **Key thing to remember: Stronger Identity = Stronger Team.**

## THE WHY

Teams that feel they stand out from the crowd and are unique, form stronger bonds.

## THE GOAL

Vocalizing all the ways our team is unique and special.

## THE EXERCISE

- 1) In a circle, invite each player to share what they think makes this team special and unique.
- 2) As each person has their turn, they have to remember the previous reasons, repeat them and then add their new reason to the list. For example: person one may offer "We are unique because we are all under 18 years old" and person two goes next and says "We are unique because we are all under 18 AND because we are funny". Person three might say "We are all under 18, funny and we are fantastic defenders", and so on. Have a prize for the winner(s).

## PRO TIP

Refer back to the reasons you're unique in match warm-ups or team talks. Reminding the team of these reasons is a great way to boost motivation and deepen the team identity



COACH  
CHECKLIST

Review this list of broader ideas for framing a strong team identity.

Which have you already put in place?

Which will you put into place next?

## ARCHITECT OF IDENTITY:

- What's the team's **purpose? Motto?**
- What **stories** bring that to life?
- What is your team's nickname?
- What **rituals** reinforce your game play and team values?
- What **symbol** of belonging can you create?
- What's your **brand?**
- What score **celebration** will you adopt?
- What **gestures / handshakes** will be special for your team members?
- What kit and equipment **differentiate** you?
- What team **song / chant** could you adopt?
- What's the team **mascot?**
- What stories can you tell about your **shared history?**
- What photos can you share of **games in the past?**
- What **alumni** players can you bring in?
- What **rituals** do you apply in the week leading up to a match?
- How do you accelerate the knowledge of **different?**

WARM UP  
ACTIVITY

## WE: RELATIONSHIP CURATORS

Ahead of Workshop #3 pay attention to:

- How does your **team respond** when a player offers an idea or opinion? Is this the same response for every player?
  
- Are there any **quieter members** of the team you'd really like to hear **more** from?

FINAL  
REFLECTION

## CHECK-OUT.

- What's your **top insight**?
  
  
  
  
  
  
  
  
  
  
- What are your top **3 commitments** to put into action?
  
  
  
  
  
  
  
  
  
  
- What could **stop** you? If that happens, **what will you do?**

# **FURTHER LEARNING & RESOURCES.**



[www.coachup.academy](http://www.coachup.academy) website



[coachup.academy](http://coachup.academy) Memberships

## REFERENCES

- Cairer, Mariah. (2022). *"Anterior Cingulate Cortex Damage: Understanding the Secondary Effects & Recovery Process"*. FlintRehab: Tools to Spark Recovery. <https://www.flintrehab.com/anterior-cingulate-cortex-damage/>
- Public Broadcasting Service, (PBS). (2023). *"The Brain with David Eagleman: Episode 5 | In-Group/Out-Group"*. <https://www.pbs.org/video/brain-david-eagleman-episode-5-in-group-out-group/>