

# 10-20-30 PROJECT

## EMPOWERING FUTURE LEADERS THROUGH SPORT

The 10-20-30 Project is designed to help young athletes recognize and apply the skills they develop in sport—Competing, Teamwork, Respect, Leadership, and Fun (CTRL-F)—to create real-world impact. A five-module clinic and hands-on team project help athletes turn their sports experience into leadership, teamwork, and service to their community.

10-20-30  
Project

## WHY IT MATTERS

Sport teaches more than just physical skills — it builds character. The 10-20-30 Project helps athletes turn those lessons into leadership, mentorship, and real community impact.

## HOW IT WORKS

When you join the 10-20-30 Project, your team takes part in a fun, hands-on clinic with five interactive sessions — including a community event led by the players themselves.

## THE CLINIC MODULES AND COMMUNITY EVENT

**Module 1 – CTRL-F**  
Introduction  
Competing,  
Teamwork, Respect,  
Leadership, and Fun

The foundation of  
success in sport and  
life

**Module 2 –**  
Belonging, Allyship, and  
Communication

Creating a positive  
team culture

**Module 3 – Becoming  
Community Ambassadors**

A charity leader  
addresses the team,  
helping players see how  
they can use sport to  
create real impact

**Module 4 – Planning and  
executing a community  
project**

Project Planning,  
Leadership Practice,  
Project Presentation –  
Turning ideas into action.

**Community  
Event/Activity –**

Hands on team  
project that connects  
lessons to real-world  
impact

**Module 5 – Results &  
Reflection**

Project reflection,  
connecting skill used in  
Sport and 10-20-30 Years  
from now – Applying  
lessons for the future



## Contact Us



Connect with us today to bring the 10-20-30 Project to your team, club, or organization - [102030project@robkerr.ca](mailto:102030project@robkerr.ca)