

LEADERSHIP

2011

WORLD SCHOLAR-ATHLETE GAMES  
AND  
WORLD YOUTH PEACE SUMMIT



THEME DAY  
GUIDE



FAIR PLAY

PERSONAL SOCIAL RESPONSIBILITY

ETHICAL TECHNOLOGY

Dear World Scholar-Athlete Games Participants,

Congratulations on your acceptance into the 2011 World Scholar-Athlete Games (WSAG)! This is a once-in-a-lifetime opportunity to meet people from all over the world. We are excited that you are here, and we are sure that this will be a fantastic experience for you!

The Theme Day program will provide a forum for you to unite with your fellow participants. You will be able to discuss issues that affect your life and the lives of others, hear different perspectives, share your ideas on a variety of topics, help build understanding, and break down cultural barriers. Each one of you brings a unique perspective to this event, and we want to hear from everyone.

This Theme Day Guide is a resource for you. It will help you maximize your Theme Day experience by providing you with background information on the topics that will be addressed throughout the week. The enthusiasm and substance of the group discussions, the quality of the strategies presented, and the ultimate success of the Theme Day program relies on your commitment to formulating and communicating your thoughts in a constructive manner.

The Games allow you to collaborate with participants on creative solutions for the future. At the World Youth Peace Summit, you will learn how to initiate your projects. This is at the heart of these events; your talents and skills gained on the field and in the studio are what propel the future.

Keep these words from Benjamin Franklin in mind as you partake in the Games Theme Day program, "Tell me and I forget, teach me and I remember, involve me and I learn."

Sincerely,

2011 World Scholar-Athlete Games Staff

## Personal and Social Responsibility

*“It’s not hard to make decisions when you know what your **values** are.”*

-Roy Disney, American film writer and producer

*“I think of a **hero** as someone who understands the degree of responsibility that comes with his freedom.”*

-Bob Dylan

*“The value of life is not in the length of days, but in the use we make of them; **a man may live long yet very little.**”*

-Michel de Montaigne,  
French writer and philosopher

*“Be the **Change** you wish to see in the world.”*

-Gandhi



### **Food For Thought**

Personal Social Responsibility is about recognizing how your behavior affects others, and holding yourself accountable for your actions.

How can you incorporate Personal Social Responsibility into your life?

- Endeavour to have a positive effect on others.
- Have a mindset to contribute to society at large.
- Refrain from causing negativity in words and actions.
- Participate in social and economic activities will have a positive or neutral impact.

Social responsibility is an ethical ideology or theory that an entity, either an organization or individual, has an obligation to act in order to benefit society at large. This responsibility can be fulfilled passively, by avoiding engaging in socially harmful acts or actively by performing activities that directly advance social goals (Wikipedia).

A socially responsible person will endeavor to have a positive effect on others and enrich his/her environment. He/She will strive to make a positive contribution both physically and metaphorically and will not pollute the atmosphere.

Through the continual and on-going consideration of your Personal Social Responsibility as a young person, as a college student, and your profession, it can become an instinctual way of life. Understanding how you can positively or negatively impact everyone and everything around you is a key part of becoming a genuine contributor to the world.

PERSONAL SOCIAL RESPONSIBILITY

In light of recent corporate scandals, global warming and the current recession; consumers are beginning to see Corporate Social Responsibility (CSR) as a necessary part of any corporate makeup. Overall consumer trust in authority is low, which has led to more cautious consumers who are slow to defer to authority and are more demanding of transparency. Despite these factors, however, consumers still want to give back. In fact, instances of charitable giving have remained stable notwithstanding the recession. Consequently, companies need to find ways to work with consumers in order to engage them in social responsibility and create a relationship of transparency and trust. There is a growing trend to rename CSR "Corporate Citizenship". This clearly shows the renewed understanding of civic duty on all levels.

## Google™

Google approaches philanthropy in a variety of ways. In 2010, charitable giving at Google exceeded \$145 million in funding to non-profits and academic institutions. More than \$184 million in total giving was spent including Google Grants, Google.org technology projects and product support for non-profits.



As the world's leading athletic brand, NIKE, Inc. is committed to delivering innovation and inspiration to every athlete. The vision is clear: to help NIKE, Inc. and their consumers thrive in a sustainable economy where people, profit and planet are in balance. They're integrating sustainability principles and practices into everything they do: design; developing sustainable materials; rethinking processes; advocating for change in industry.

## **Vince and Linda McMahon Family Foundation and World Wrestling Entertainment (WWE)**

In addition to the millions of dollars donated, the McMahons established "WWE In Your Corner", the WWE's charitable arm that focuses on literacy programs, civic engagement, military support and a 20-plus year partnership with the Make-A-Wish Foundation. They also continue to stay involved with Close Up Foundation, which is one of the leading organizations in civic education for youth.

**The Question is:**

**Social responsibility and personal success:**

**Are they incompatible?**

## Fair Play

*“One man practicing good sportsmanship is far better than fifty others preaching it.”*

-Knut Rockne, Notre Dame University Football Coach

*“All good is hard. All evil is easy. Dying, losing, cheating, and mediocrity is easy. Stay away from easy.”*

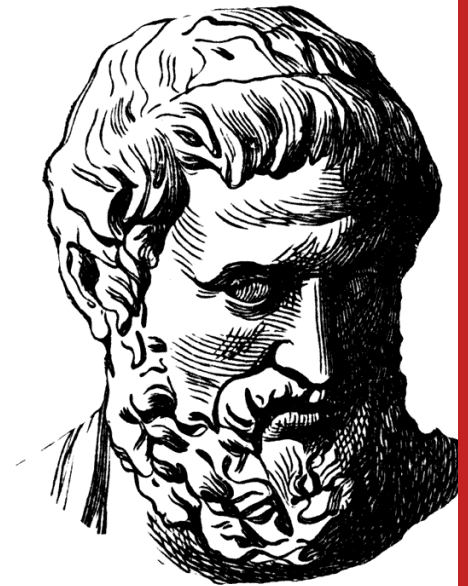
- Scott Alexander

*“Each of us is affected by what happens to the other. Just as our movements interact on the field, so our lives interact to a certain degree. This is what is so great about being a member of a team.”*

-Eric Lund

*“I would prefer even to fail with **honor** than win by cheating.”*

-Sophocles



### **Food For Thought**

Sport & the Arts offer many positive benefits to society, and the majority of adults agree that these activities provide a source of fun and enjoyment, can reduce youth crime delinquency (85%), can teach valuable life lessons (80%), and can bring people together in ways that strengthen communities (76%). Three-fifths of adults agree that sport overall promotes positive values.

Ethics violations and the desire to win at all costs threaten the inherent value of sport in America. The majority of adults (75%) agree that athlete's use of performance-enhancing substances is a violation of ethics in sport. This is further underscored by the fact that Americans rank the use of performance-enhancing drugs as the most serious problem facing sport today, closely followed by the focus on money and the criminal behavior of well-known athletes.

## Pillars of Fair Play - The Josephson Institute of Ethics & Sport

- **Trustworthiness:** Demonstrate and demand scrupulous integrity. Observe and enforce the letter of rules. Don't compromise education and character-development goals. Don't engage in or tolerate dishonesty, cheating or dishonorable conduct.
- **Respect:** Honor the sport's/art's traditions and all its participants. Don't engage in or tolerate disrespectful conduct, including verbal abuse of opponents and officials, profane or belligerent "trash talking" and taunting or unseemly celebrations. Win with grace and lose with dignity.
- **Responsibility:** Be a positive role model on and off the field and require the same of your athletes. Advocate habits and life skills that lead to success. Promote good health by prohibiting the use of alcohol and tobacco. Maintain competence and have basic knowledge of character building, first aid and safety and coaching principles, rules and strategies.
- **Fairness:** Adhere to high standards of fair play. Treat players fairly according to their abilities. Never take unfair advantage. Be open-minded.
- **Caring:** Assure that the academic, emotional, physical and moral well-being of athletes is always placed above desires and pressures to win.
- **Citizenship:** Establish codes of conduct for coaches, athletes, parents and spectators. Demand compliance with all laws, regulations and rules – and honor their spirit and intention.

### **Examples**

Can you think of four examples of how Fair Play has been exhibited in the sports and in the arts?

- 1.
- 2.
- 3.
- 4.



The Question is:

**Is Fair Play only the absence of cheating?**

FAIR PLAY

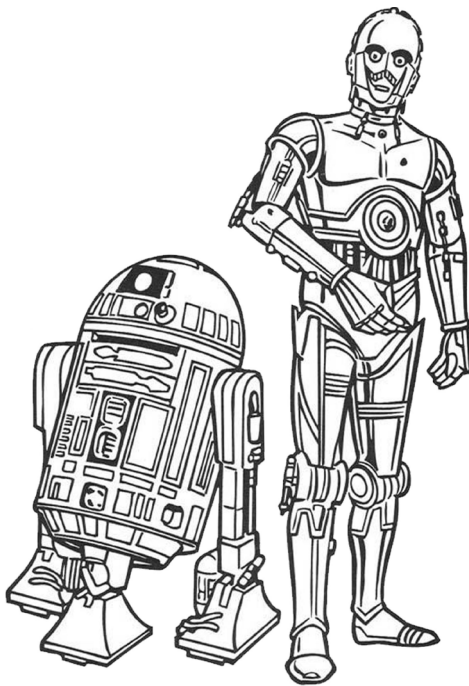
# ***Ethical Technology***

“The most exciting breakthroughs of the 21st century will not occur because of technology but because of an expanding concept of what it means to be human.”

-John Naisbitt

“Many people see technology as the problem behind the so-called digital divide. Others see it as the solution. Technology is neither. It must operate in conjunction with business, economic, political and social system.”

-Carla Fiorina



R2-D2, you know better than to trust a strange computer.

-C-3PO, Star Wars Episode V: The Empire Strikes Back

## **Food For Thought**

So much has been written about how the Internet has facilitated new kinds of epidemics from cyber-bullying to sexting. The Internet has become a safe haven for cowards and those too scared to look you in the eye. Privacy is not something we can take for granted any longer. There are webcams, live updates, instant viral videos taken on camera phones.

However, in spite of all the negative connotations related to technology, we must also consider the positive side including, but not limited to, the newfound ability of various projects to spread their world globally. Never before has the Red Cross been able to raise money through a simple text message in order to help comfort those in need. Those unable to leave their families can now take classes and earn a diploma from home. Communities facing extinction of their language can use technology to preserve their culture. Clearly, there are both positive and negative sides to our Internet-based society.

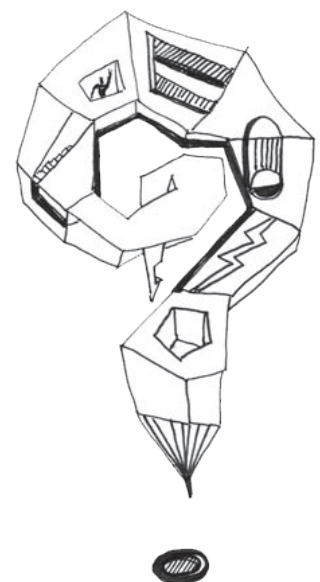
The **Mayor Cory Booker of Newark, New Jersey** mobilized an entire community during a December 2010 blizzard. Using the Twitter hashtag #snowpocalypse, residents could reach the Mayor with pleas for help in digging out of the storm. One resident tweeted that her sister was unable to get diapers because she was snowed in. An hour later, the Mayor showed up at her door with diapers in hand.

Following the tragic **tsunami in Japan, Google** created a computerized set of lists to help identify survivors at shelters thereby aiding in connecting them to their loved ones. Google asked people to take photos of the handwritten lists of names and send it to them via e-mail. Google also put out the word that Japanese-speaking volunteers were needed to help with the project and created a “crisis response page” that was developed for mobile phone use. This page included the addition of phone numbers on the person-finder site and information on the rolling blackout schedule.

The **federal government of the United States** has made a commitment in recent years to ensure that members of the military and veterans of war receive the best **health care** possible. Since many servicemen are injured then recover in different locations, their medical records are not easily accessed and shared. This lack of information often results in errors in treatment. The undertaking is substantial - to be able to access the medical records for any member of the military from anywhere in the world. There are many obstacles to overcome aside from the technical requirements of any computer system. In addition to standardizing information, the protection of a patient’s privacy is paramount. In this age of hacking and other forms of privacy intrusion, those involved in this project are trying to properly care for citizens who sacrifice for their country without sacrificing their care and privacy.

**The Question is:**

**How can you use technology,  
the Internet, and social media to  
serve the common good?**



# Leadership

“The **leadership instinct** you are born with is the backbone. You develop the funny bone and the wishbone that go with it.”

-Elaine Agather

“Leaders aren’t born, they are made. And they are made just like anything else, through hard work. And that’s the price we’ll have to pay to achieve that goal, or any goal.”

-Vince Lombardi

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.”

-John Quincy Adams

## **Food For Thought**

Leadership is more than just taking charge. It is a sensibility to motivate and encourage others, deliver on promises, set an ethical example, and so much more.

Consider this list of leadership traits:



LEADERSHIP

## **Examples**

Rajiv Kumar was accepted to Brown's Program in Liberal Medical Education, an eight-year commitment that combines undergraduate and medical degrees. While sitting in a lecture on obesity, he was shocked by the statistics. Kumar's response to the problem was to start "**Shape Up RI**", a statewide exercise and weight loss challenge that believes that the solution to healthy living lies in the power of teamwork and peer support. This health campaign encourages Rhode Islanders to pursue healthy lifestyles through increased physical activity and better nutrition. Participants compete on teams and track their weight, exercise hours, fruit and vegetable intake, and/or pedometer steps over a twelve-week period. The program was so successful with over 50,000 participants that it has evolved into the national program "Shape Up The Nation".

Herman Boone is a former American high school football coach and was portrayed by Denzel Washington in the movie *Remember the Titans*. In 1971, Coach Boone led the **first integrated football team** in Alexandria, Virginia. Boone, amidst much protest to the integration of the school system, was able to convert the team into one of the most powerful in Virginia. Through his leadership, he helped young men overcome their prejudice and hatred to play together on a team that later went on to win a State Championship.

Can you think of three examples of leadership traits you developed from sports and the arts?

- 1.
- 2.
- 3.



The Question is:

**What makes one take the lead?**

LEADERSHIP