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INTRODUCING 1616



1616

WHAT MAKES 1616 UNIQUE?

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PROACTIVE
~~REACTIVE~~

THE POWER OF A STORY....

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“Having grown up in the game I understand the challenges players face.

At 1616 we are intentionally leveraging stories of the top athletes in our game to teach the next generation that in every challenge lies an opportunity to strengthen your mind and grow as a person.”

- Andrew Ladd, 1616 Co-Founder



THE 4Cs OF 1616

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CONNECTION

- Team Identity & Feelings of Belonging
- Teamwork & Task Cohesion
- Trust & Support
- Parents/Caregivers and Coaches are part of the team, everyone is in it for the kids' benefit.

CHARACTER

- Shared Leadership
- Integrity
- Prosocial/Antisocial Behavior
- Resilience
- Attribution/Focus

CONFIDENCE

- Self Concept & Self Worth
- Sport-Specific Confidence & Self-Efficacy
- Achievement/Mastery Orientation
- Psychological Safety/Creativity

COMPETENCE

- On-ice skill videos developed by NHL stars, NHL Coaches & Hall of Famers

GETTING STARTED: WHO & WHEN

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WHO is 1616 for?

- × 1616 was designed specifically U11 & U13 Players (approx ages 10-12), along with their “Hockey Parents” and Coaches.
- × 1616 is most powerful when an entire team participates. When a Coach, all the Players and at least one “Hockey Parent” per Player commits to the Buffalo Mindset, everyone gets stronger together.
- × Don’t have a commitment from the full team? No problem! 1616 can absolutely be experienced as an individual family or small group.



GETTING STARTED: WHO & WHEN

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WHEN is the 1616 season?

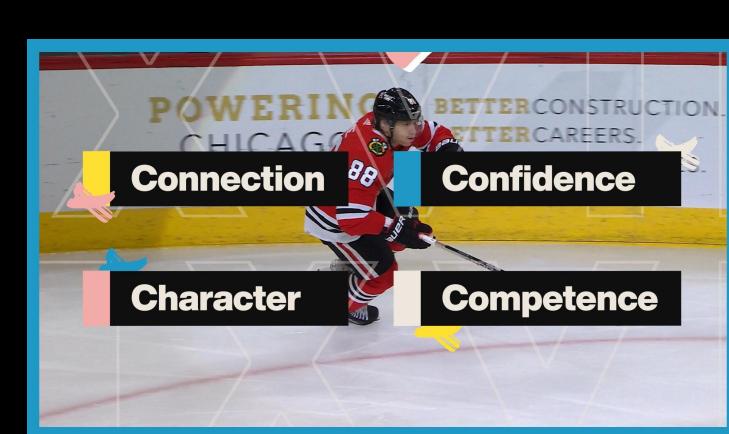
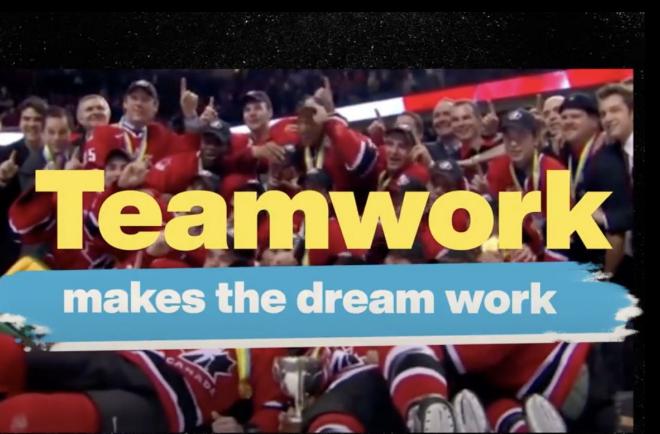
- ✗ Registration for the 2025 season of 1616 is open NOW. Teams/Individuals can begin registering *any time* now - Jan 1 2026!
- ✗ The 2025 season will officially **begin October 12, 2025**. Teams can get started any time from October 12 until early 2026. The season will “end” March 13, 2026.
- ✗ 1616 is **self-paced**. A Coach or team liaison will select when to “get started” for their team/family any time on or after October 12th. After starting, a new episode will drop every week for 10 weeks - view it whenever works best for your Player(s).
- ✗ 1616 has **TWO SEASONS**! Your Player/team can experience 1616 over two years, with new pro player stories that reinforce the 4Cs.



THE PLAYER STORY VIDEO

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- Everyone watches the weekly 1616 Player Story Video.
- Players learn new concepts focused on **Connection**, **Character** and **Confidence** and are guided through prompts to ensure they understand the story and can relate it to their own lives. 1616 offers a printable **Playbook** to support learning and reflection.
- Hockey Parents and Coaches learn what we are teaching the Players that week and why it is important for their development.
- Coaches will also have access to on-ice skill videos developed by NHL stars, NHL coaches and Hall of Famers (“Competence”).



PLAYERS' 2nd TOUCHPOINT: LIVE IT OUT

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MISTAKES ARE PART OF GROWING

Instead of looking at mistakes as a bad thing, look at them as a necessary step to getting better - it's how we learn! When you make a mistake this week at practice or a game, come up with an action that will help shift your mind towards what to do next and not dwell on the mistake.

Examples: Brush your shoulders off, literally shake it off, spin or tap your stick, breathe and let it go.



MARK GIORDANO WEEK LIVE IT OUT
with Megan Bozek

COACHES' 2nd TOUCHPOINT: REFLECTION

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SOMETHING TO THINK ABOUT

Take a minute to reflect on this week's concept. What's one way you can reinforce it with your team on the ice, in the room, or in conversation? Small reminders from you can turn good ideas into habits that stick.

CALL IT OUT

Players grow when they know what to work on and that someone's noticing.

Are you helping your Players identify the skills they can improve? More importantly, are you taking the time to show them how?

When you see progress, big or small, are you calling it out? A simple "I see the work you're putting in" can go a long way.

HOCKEY PARENTS' 2nd TOUCHPOINT: CONNECT WITH YOUR KID

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CONNECT WITH YOUR KID

“Connect with Your Kid” gives you quick, practical ways to turn each week’s lesson into real conversation or call out those small moments when your Player puts it into action.

Because growth hits harder when someone notices.

CAR RIDE HOME TIP

De-emphasize performance outcomes. If your Player had a tough game, shift the focus.

Ask: “What did you do well?” and “What’s one thing you’d want to work on?”

Every game, whether good or bad, is just data feedback. Use it to fuel the next step forward.

CATCH YOUR KID

Keep an eye out for a moment when your Player makes progress on something they’ve been working on.

Call it out. Let them know that growth came from their effort, not by luck. Celebrate the progress and growth, not perfection!

JUST 20 MINUTES PER WEEK!

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Player

1616 Player Story Video
(+/- 7 min)

Live it Out Video
& Activity

Coach

1616 Player Story Video
(+/- 7 min)

Reflection

Hockey Skill Videos

Hockey Parent

1616 Player Story Video
(+/- 7 min)

Connect with Your Kid
(Car Ride Home Tips, Conversation
Starters & “Catch Your Kid” Reminders)

1616's IMPACT

- ✗ Athletes felt closer to their teammates, coaches and parents.
- ✗ Athletes felt more confident, had more of a mastery outlook, and felt competitive excitement.
- ✗ Athletes felt more mentally tough, thought they had greater sportsmanship and demonstrated better values.
- ✗ Coaches were more confident in their abilities to motivate their athletes, teach them proper technique, and build their character, because of 1616.
- ✗ Hockey Parents felt that because of 1616, they were more capable, were aware of opportunities, and motivated to help improve the 4Cs in their children.



1616 PARTICIPANT TESTIMONIALS

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"I really enjoyed writing into the storm together on my stick, and I also wrote 'buffalo mindset,' 'work hard,' and 'I love hockey.' I really used those messages, and it helped me. And I'm hoping we can do something like that again next year."

"The program was awesome. For those that I thought were using it, I could see a clear difference, and I could see actual results stemming from what they were learning."

"... the program helped me to keep my cool in a game because I don't do that most of the time when we're losing bad and then I just get frustrated. And also, it helped me understand the importance of helping my teammates out."



"I do think that as things came up throughout our hockey season that maybe aren't always the easiest... just some of those drama things that come up in hockey. There was almost always a video or a solution to that within 1616."

"I used to not believe in myself, but since I've been doing 1616 for the past season... I've been starting to be more confident over time. Also, I've been making good bonds with my teammates both on and off the ice."



INTO THE STORM TOGETHER

1616.ORG

THANK YOU!

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