



BETTER ATHLETES
BETTER PEOPLE

Double-Goal Coach® Job Description

TO: **All Coaches**

DATE: _____

FROM: _____

RE: **What We Expect of You**

As coaches, you determine the kind of experience our athletes have with sports. We are committed to the principles of Positive Coaching Alliance (PCA). We expect you to be a Double-Goal Coach, who strives to win (one goal), while pursuing the more-important goal of teaching life lessons through sports. PCA's Double-Goal Coach Job Description includes:

Model and teach your players to Honor the Game.

- Teach ROOTS – respect for Rules, Opponents, Officials, Teammates, and one's Self.
- Hold a parent meeting and distribute PCA's Parent/Guardian Letter to help parents Honor the Game.
- Appoint a parent to be "Culture Keeper" for the team.
- Drill Honoring the Game in practice.
- Seize teachable moments to talk with players about Honoring the Game.

Help players pursue mastery of their sport, not just scoreboard wins.

- Teach players the ELM Tree of Mastery (Effort, Learning, and bouncing back from Mistakes).
- Use a "Team Mistake Ritual" (like "Flushing Mistakes") to help players quickly rebound from mistakes.
- Reward effort, not just good outcomes. Recognize players even for "unsuccessful" effort.
- Encourage players to set "Effort Goals" tied to how hard they try.

Fill your players' Emotional Tanks.

- Use encouragement and positive reinforcement as your primary method of motivating.
- Achieve the "Magic Ratio" of five positive reinforcements to each criticism or correction.
- Use the "Buddy System" to teach players to fill each others' Emotional Tanks.
- Learn to give "Kid-Friendly Criticism," such as criticizing in private, asking permission, using the Criticism Sandwich, and avoiding criticism in non-teachable moments.

Have conversations with your players at every practice and game.

- Review Honoring the Game, the ELM Tree and the Emotional Tank throughout the season.
- Ask questions and encourage players to speak and contribute during team meetings.
- Use PCA's *Talking Points* e-mail series to guide discussions with your players.

Your adopting these philosophies and actions will contribute to a positive, character-building youth sports experience for all the children our organization serves. Thank you for all your time and effort!

For more PCA Tools for Coaches, visit: www.positivecoach.org/our-tools
To sign up for PCA's free *Talking Points* series of e-mails for coaches to discuss with their players, visit
www.positivecoach.org/our-tools/talking-points
www.positivecoach.org