



BETTER ATHLETES
BETTER PEOPLE

PCA Partner Excellence

Most broadly, PCA and its partners have reached success when positive coaching principles – **Coaching for Mastery**, **Filling the Emotional Tank**, and **Honoring the Game** – are entrenched organizational values, pervade the playing field, and result in kids joyfully playing the game. PCA and its partners recognize that this cultureshaping is a 3- to 5-year incremental process, requiring commitment and collaboration among leaders, coaches, parents, athletes, and PCA.

MEASURES OF PARTNER EXCELLENCE INCLUDE:

- The ideals of positive coaching are in the organization's mission statement or philosophy
- Organization leaders actively work to shape and sustain a positive coaching culture
- A PCA liaison is on the board and/or a committee on positive coaching is established
- The organization consistently uses positive coaching language in correspondence and signage
- The Double-Goal Coach® job description becomes the official coaches' job description
- The organization commits to providing ongoing coach and parent education
- Each of the groups who make the organization work understand and embrace their roles:
 - > Leaders are active culture-shapers who establish a positive culture, maintain it over time, and intervene when the culture is being subverted.
 - > Coaches are Double-Goal Coaches who want to win and use sports to teach life lessons.
 - > Parents are Second-Goal Parents® who let the coaches and athletes focus on winning so they can focus on helping their children take away positive life lessons.
 - > High school-aged athletes are Triple-Impact Competitors® who commit to making themselves, their teammates, and the game itself better.

A year or more into the partnership, organizations should see these results:

- Increased retention rates and satisfaction among players, coaches, and officials
- Increased participation in coach, parent, and leadership education
- Reduced rate of player, coach, parent, and/or official unsportsmanlike incidents throughout the organization
- Increased number of inquiries from other organizations about "how you do things"
- Increased number of comments within their sport's community about how classy, kid-friendly, and well-run they are.

For more Resources, visit: www.PCDevZone.org
For more information on Positive Coaching Alliance, visit: www.PositiveCoach.org