



BETTER ATHLETES
BETTER PEOPLE

About Positive Coaching Alliance

Positive Coaching Alliance (PCA) develops **BETTER ATHLETES, BETTER PEOPLE** through resources for youth and high school sports coaches, parents, leaders and student-athletes. In addition to hundreds of free audio-video and printable tips and tools at PCADevZone.org, PCA has partnered with roughly 3,000 schools and youth sports organizations nationwide to deliver live group workshops, online courses and books by PCA Founder Jim Thompson that help those involved in youth and high school sports create a Development Zone™ culture.

PCA workshops and courses, which have reached more than 7.5 million youth through 2014, strive to transform high school and youth sports into a Development Zone, where the goal is to develop Better Athletes, Better People and the following become the prevailing models in youth and high school sports:

The **Double-Goal Coach®**, who strives to win while also pursuing the more important goal of teaching life lessons through sports

The **Second-Goal Parent®**, who concentrates on life lessons, while letting coaches and athletes focus on competing

The **Triple-Impact Competitor®**, who strives to impact sport on three levels by improving oneself, teammates and the game as a whole.

PCA gains support from a National Advisory Board, including National Spokesperson and 11-time NBA Champion Coach Phil Jackson, and many other top coaches, athletes, organization leaders and academics who share PCA's mission.



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



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The Development Zone

The dominant culture in sports is an “entertainment sports culture” with a win-at-all-cost mentality that colors every level of sports in our society. John Madden once said, “Winning is the best deodorant.” In the entertainment sports culture, if you win, you can get away with things that won’t pass the smell test. But there is a competing vision.

PCA’s mission is to transform the culture of high school and youth sports into a Development Zone™ with the goal of developing Better Athletes, Better People. In the Development Zone the roles of the key players are transformed:

- **Each Leader is a Single-Goal Leader™**, who understands that creating a Development Zone culture is the most important leadership task.
- **Each Coach is a Double-Goal Coach®** with the goal of winning and the second, more important goal of teaching life lessons.
- **Each Parent is a Second-Goal Parent®** who leaves the scoreboard to coaches and athletes while focusing relentlessly on the life lessons a child takes away from sports.
- **Each Athlete is a Triple-Impact Competitor®**, committed to impacting sport on three levels by improving oneself, teammates and the game as a whole.

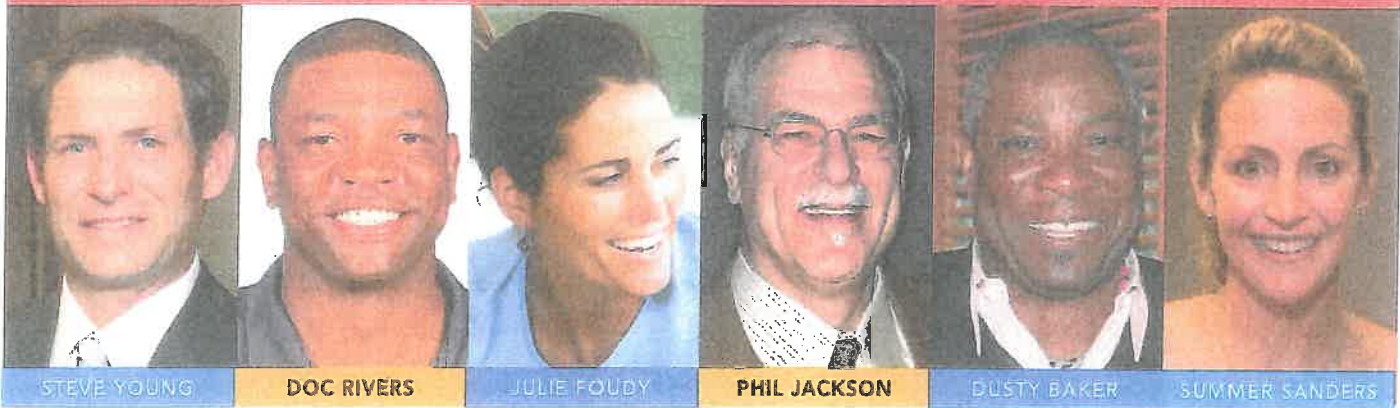
In a Development Zone, events have a different meaning than they do in the larger entertainment sports culture:

- An unfavorable call by an official becomes an opportunity for athletes to work on resilience.
- A coach who keeps weaker athletes on the bench is seen as shortchanging his players. In the Development Zone, coaches find ways to get kids into games!
- Setbacks and mistakes provide a chance for kids to learn to struggle. Many people think struggle is a bad thing. Struggle is a *good* thing, and there is no better place for kids to learn to struggle, adapt and overcome when things don’t go well than sports.
- The scoreboard is much too crude a measurement of success. It’s not that the scoreboard is unimportant in the Development Zone – it is a *key ingredient* in the recipe for developing Better Athletes, Better People. But it isn’t everything or the only thing.

Per Victor Hugo, there is nothing more powerful than an idea whose time has come. Youth sports as a Development Zone is an idea whose time is at hand. Join PCA and help make it happen!

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PARTNER YOUR YOUTH SPORTS PROGRAM WITH POSITIVE COACHING ALLIANCE



Your athletic career, I think, is most impacted by the first couple of coaches that you see in youth sports. That's how you start to model in your mind how you deal with adversity, how you deal with team, how you fit with team, all those concepts. My most influential coaches were my first coaches, who were parent volunteers.

Steve Young, Hall of Fame Quarterback

Your youth sports program can benefit from the support and expertise these individuals lend to Positive Coaching Alliance (PCA). PCA is a national non-profit committed to developing "Better Athletes, Better People" through training for youth and high school sports coaches, parents, student-athletes and organizational leaders.

A PCA PARTNERSHIP INCLUDES:

- **Research-based workshops** led by a dynamic PCA Trainer with deep coaching experience, or **Online courses** featuring video of the top coaches and athletes on PCA's National Advisory Board
- **Year-round on-demand support** for organizational leaders, along with consistent reinforcement of the training for coaches, parents and athletes in the form of books; e-mailed tips and tools; and the 1,000+ pieces of curated, multi-media advice within PCADevZone.org.

BENEFITS THAT YOUR ORGANIZATION WILL RECEIVE BY PARTNERING WITH PCA:

- PCA-trained coaches develop youth athletes **as players and as people**
- PCA coaching techniques reduce players' anxiety, making them **more coachable, confident and creative** in practice and games
- Hands-on education for parents results in better support for players and coaches
- Player retention numbers increase due to parents and players enjoying a more positive experience centered on **development of the person and the player.**

For more information, contact [Kylie Groetsema](mailto:Kylie_Groetsema@positivecoach.org), Partnership Manager
Kylie_Groetsema@positivecoach.org, 206-489-5379



Positive Coaching Alliance Workshops



PCA workshops combine the latest in sports- and educational-psychology and organizational behavior with practical advice from a National Advisory Board of top pro and college athletes and coaches who use our principles at the highest levels of competition. Many workshops are complemented by books by PCA Founder Jim Thompson and all are highly interactive and facilitated by PCA Trainers with deep experience in coaching, sports parenting, athletic administration or all three!

DOUBLE-GOAL COACH®: Coaching for Winning and Life Lessons establishes PCA's premise that youth and high school sports entail the goal of winning and the more important goal of teaching life lessons through sports.

Each attendee leaves as a PCA-certified Double-Goal Coach, learning how to Coach for Mastery of Sport (Not Just the Scoreboard); Fill Emotional Tanks; and Honor the Game.

DEVELOPING COMPETITORS: A Workshop for High School Coaches views the Double-Goal Coach model through the lens of high school sports, including such topics as social pressure, hazing, and the role of high school coaches and athletes as standard-bearers in their communities.

DOUBLE-GOAL COACH: Culture, Practices and Games further illustrates how coaches use PCA principles to build a team culture that players and their parents buy into, thus leading to life lessons and improved athletic performance in practices and games.

POSITIVE MOTIVATION: Getting the Best from Athletes provides deeper exploration of Filling Emotional Tanks, including discussion of research that demonstrates how positive coaching improves performance and openness to life lessons.

MASTERY: Coaching for Peak Performance provides deeper exploration of PCA's second principle for coaches, ELM (Effort, Learning and bouncing back from Mistake). Coaches will explore how to help their athletes improve and perform to their potential through a mastery focus.

THE SECOND-GOAL PARENT®: Developing Winners in Life Through Sports draws from the Double-Goal Coach model (winning and life lessons) to help parents focus on the second goal, ensuring their children gain the higher value of youth and high school sports regardless of scoreboard results.

THE SECOND-GOAL PARENT: Tips and Tools to Develop Winners in Life Through Sports is a shortened version of the Second-Goal Parent: Developing Winners in Life Through Sports.

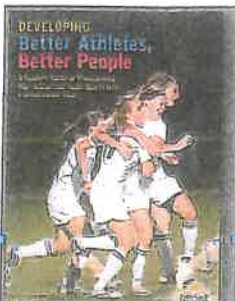
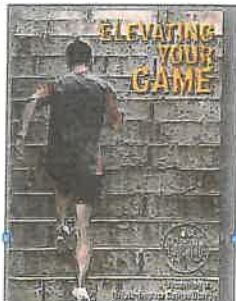
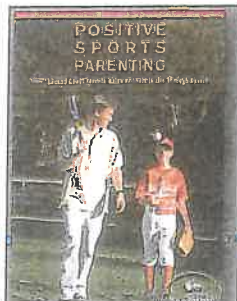
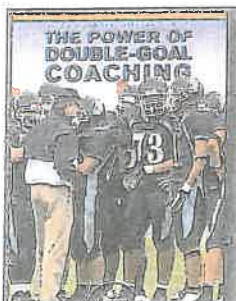
BECOMING A TRIPLE-IMPACT COMPETITOR® trains student-athletes of middle-school age and older to impact sport on three levels by working to improve themselves, teammates and their sport as a whole.

MAKING TEAMMATES BETTER: Leadership and Positive Initiation provides student-athletes of high school-age and older a deeper view into how teammates can help each other improve. Participants learn how all athletes can contribute leadership and how to welcome new players through Positive Initiation.

HONORING THE GAME – SOCIAL MEDIA USE: Elevating Yourself and Others provides student-athletes of high school-age and older the opportunity to examine more deeply their use of social media and the impact on their teams and the school community as a whole.

JR. TRIPLE-IMPACT COMPETITOR: Activities to Develop Better Athletes, Better People takes elementary and middle-school aged athletes through activities designed to plant the seeds of being a Triple-Impact Competitor.

LEADING YOUR ORGANIZATION: Developing a Positive Coaching Culture guides school or youth sports organization leaders (such as a board of directors) in using youth and high school sports as a Development Zone® to develop **BETTER ATHLETES, BETTER PEOPLE**. Attendees learn why and how to establish Positive Coaching as a cultural norm, plus they get a takeaway action-plan for implementation throughout their community of coaches, parents, athletes, officials and spectators.





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Post-Workshop Email Communication From PCA

Your PCA workshops are just the beginning in terms of the impact a PCA partnership will have on your organization or school! Beginning the day after a workshop, PCA will be in touch with your leaders, coaches and/or parents to share a digital certificate of completion along with a variety of ongoing tips, tools and reinforcement. The chart below details the timing and content of the messages your workshop attendees can expect to receive.

DATE OF DELIVERY POST-WORKSHOP	COACHES* **	PARENTS*	LEADERS/OFFICIALS*
+1 day (M-F)	<p>PCA Welcome Introductory email that includes workshop certificate of completion</p>		
+7 days	<p>Talking Points 10-13 weeks of topics and tools for coaches to discuss with their teams <i>(version varies by which workshop coaches attend)</i></p>	<p>Conversation Starters 10 weeks of topics and tips for parents to discuss with their children</p>	
Monthly (1st Wed.)	<p>Momentum E-Newsletter PCA's flagship newsletter offers the latest PCA news, views, videos, tips, tools and inspiration</p>		
Monthly (3rd Mon.)	<p>DevZone News New and trending resources for leaders, coaches, parents and athletes at PCA's Development Zone Resource Center</p>		
Monthly (1st Mon.)			<p>Leadership Game Plan Tips for leading a youth sports organization or school athletic department <i>(Sent only to main point(s) of contact for PCA)</i></p>

* Live workshop attendees must complete PCA's text-to-sign-in process to receive these resources

** 3 days after the workshop, Developing Triple-Impact Competitors attendees will receive an electronic copy of Coach Guide to Elevating Your Game, a companion to the book received at the workshop

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