CORE VALUES


- The negative and the positive aspects of organized youth sports programs
  - **Con** - some are businesses that encourage specialization and multi-team participation
  - **Con** - can be over organized, adult driven that doesn’t foster fun (the reason kids play)
  - **Con** - cultivates fear in parents that my kid will be left behind
  - **Con** - unhealthy pressure and expectations that aren’t conducive to kids’ development
  - **Pro** - an activity for community and family engagement
  - **Pro** - an avenue with moments to teach kids positive ethical and character traits
  - **Pro** - an opportunity for kids to connect with adults who are positive role models
  - **Pro** - a place to learn moral, social and emotional skills that can be used as adults

“We can no longer stand by the adage that sports build character unless leagues, programs and teams are run with **INTENTIONAL** purpose for building character - sports on their own will not and cannot teach character. Simply teaching an athlete how to throw a football, rotate on helpside defense, execute a single leg takedown or lay down a bunt will not teach an athlete how to play fair, to be empathetic or to respect the game and her or his opponents.” - A.D. Mark Rerick (CMAA) Grand Forks Public Schools, North Dakota

**IF WINNING BECOMES OUR ULTIMATE GOAL (OUR PURPOSE) WHAT’S OUR TAKEAWAY AFTER A LOSS?**

- Coaches must have the courage to coach beyond the scoreboard
- Coaches need to spend more time addressing how athletes compete rather than game results
- If coaches focus solely on “competitive” goals, we miss an opportunity to have lifelong impact on student-athletes

Questions for you as a coach -

1. How do you answer the question, “How’s the team going to be this year?”
2. What two or three character traits of kids are most important in your program?
3. Do you use strategies or activities to instill those character traits? If so, what are they?
4. How do you assess if those traits are demonstrated or practiced by your team and kids?

Activity Challenge for the season -

1. Identify and define a core value for your team this season (you can make it collaborative)
2. Implement a method to communicate or demonstrate that value (basketball - point to the teammate who made an assist, help a teammate up after taking a charge)
3. Recognize an athlete who demonstrates that value (at practice, the end of each week, Twitter announcement, special practice jersey for a game, lead the team before the game, picture on the locker room bulletin board, captain for the week)
4. Organize an activity that will be community service for the village, district or school.
5. Make a list of the examples through the season and share with your team at the end of the season.