

# SIGN-IN FOR TODAY'S WORKSHOP

Text to:

(650) 763-2405

Include ALL of the following:

#121988

First Name Last Name

Email address



# LEADING YOUR ORGANIZATION

YOUTH SPORTS AS A DEVELOPMENT ZONE™



# WHO IS PCA?

80,000+ Coaches Trained

Over 3.3 Million Youth Reached

2,500 Live Workshops

1,000,000+ visits to [PCADevZone.org](http://PCADevZone.org)

\* Annual national statistics





# YOUR VISION

What is the ultimate impact you hope to have through your sports program?



# POSITIVE COACHING

What does this phrase mean to you?

Creating an atmosphere that supports best possible performance





# POSITIVE COACHING

Great coaches and athletes, researchers and sports psychologists all agree!

- Positive works better
- Negativity distracts



# WORKSHOP GOALS

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1. Understand what a Development Zone is and identify a shared vision for your **organization's sports culture.** (page 18)
2. Explore ways to strengthen and reinforce your Development Zone culture.
3. **Document your organization's Culture** Shaping Action Plan.



# Development Zone™





# Understanding Your Legacy

Herm Edwards  
Former NFL Head Coach



## UNDERSTANDING YOUR LEGACY

Herm Edwards, Former NFL Coach and Player



# Development Zone™



# Sports Parenting

Summer Sanders  
Olympic Swimming Gold Medalist  
PCA National Advisory Board Member



## SPORTS PARENTING

Summer Sanders, Olympic Swimming Gold Medalist & PCA National Advisory Board Member



# Development Zone™



# Leadership Has Little to Do With Talent

Shane Battier  
Former NBA Champion  
PCA National Advisory Board Member



## LEADERSHIP HAS LITTLE TO DO WITH TALENT

Shane Battier, NBA Champion Player & PCA National Advisory Board Member



# Development Zone™



# SINGLE-GOAL LEADER

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Culture Shaping – a primary leadership task

- The way **WE** do things **HERE**
- Culture is powerful
- **“Win-at-all-cost” if not intentional**

EXPLANATION: Culture ( pages 14-16 )





# CORE PRINCIPLES OF A DEVELOPMENT ZONE CULTURE

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1. ELM Tree of Mastery
2. Filling the Emotional Tank
3. Honoring the Game

PRINCIPLES: Development Zone ( pages 19-21 )



# DISCUSSION

## Development Zone Temperature Check

1. What are your current strengths?
2. What are your areas for growth?

Culture-Shaping Leaders

Double-Goal Coaches

Second-Goal Parents

Triple-Impact Competitors

ELM

Filling E-Tanks

Honoring the Game



# Youth Sports Spectrum



## Negativity

Coaches angry & frustrated

Parents & fans screaming at officials or each other

Kids lose or never develop love for sport, want to quit

## WAAC

Coaches focused only on winning

Parents second guess their own coach & push their kids hard

Kids derive little to no joy from playing sport

## The Norm

Coaches want to be positive, but lack tools

Parents struggle to communicate w/ kids; lack concept of character development

Kids miss their chance to perform to their potential and grow as people

## Dev Zone

Coaches exhibit relentless positivity & execute on world class sports psych  
Parents prepare kids for life success & find joy in kids sports participation

Kids perform at their peak & build skills that last a lifetime



# **DOUBLE-GOAL COACH®**

# **DEVELOPMENT**

# **PROGRAM**



# COACH TOOLKIT

## Coach Development Program

- Job description
- Mandate training
- Evaluation
- Awards
- The right people on the bus

TOOLKIT: Coach Development ( pages 30, 36-37, 49-52 )



# SECOND-GOAL PARENT<sup>®</sup> EXPECTATION PROGRAM





# NEGATIVE INCIDENTS





# PARENT TOOLKIT

## Parent Expectation Program

- Parent/Guardian Letter
- Parent Pledge
- Signage
- Honor the Game Card
- Pre/Early-Season Parent Meeting
- Publicize Parent Workshops
- PCA Parent Books

TOOLKIT: Parent Expectations ( pages 33, 54-55 )



# FIXING BROKEN WINDOWS



# DISCUSSION

What do we do when a coach or parent behaves contrary to our vision and models?

**Culture begins to degrade the moment “Broken Windows”**  
are not repaired!

THEORY: Broken Windows ( pages 39-40 )



# FIXING BROKEN WINDOWS INTERVENTIONS

## Informal Levels

1. Nonverbal
2. Gentle
3. Assertive (non-confrontational)

TOOLKIT: Interventions ( pages 40-44 )

## Formal Levels (well publicized policy)

1. Official Warning
2. Self-removal, removal
3. Publicize Action Taken (Social Learning Theory)



# FIXING BROKEN WINDOWS

In a strong Positive Coaching culture, violations tend to be handled informally!



# **CULTURE-SHAPING ACTION PLAN**



What are our  
highest priority  
action items for  
this year?





# ACTION PLAN

## Structure

1. Priority item
2. OPUR
3. Implementation/completion date





# LEADERSHIP RESOURCES PART 1

Use the book as a resource!

- Message Bombardment (p. 32-33)
- Structural Pillars (p. 47)
- Traffic Light (p. 45)
- Leadership Team Selection (p. 48-49)
- SMaC Recipe (p. 64-67)
- Your Legacy (p. 68-69)

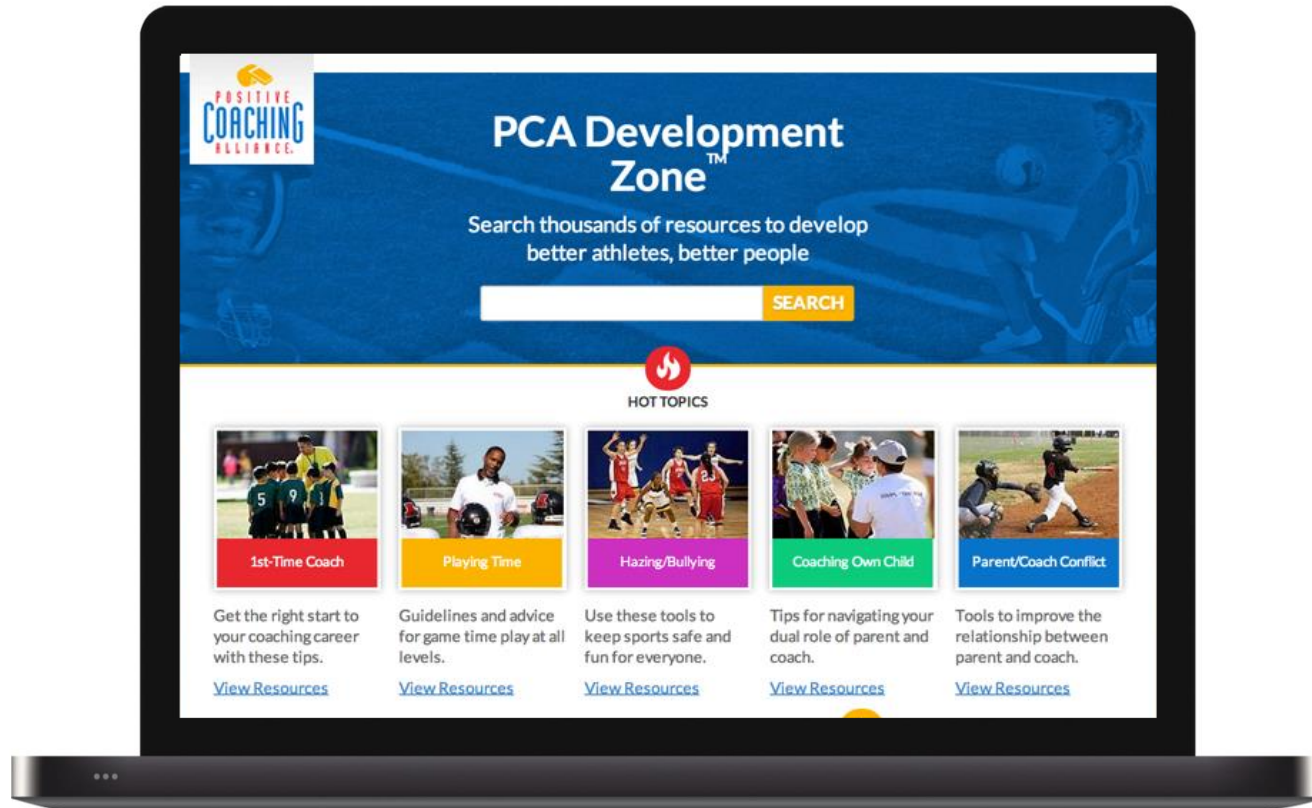


Who is the most important person in youth sports?





# LEADERSHIP RESOURCES PART 2



PCADevZone.org



# THANK YOU FOR YOUR COMMITMENT



TO YOUTH SPORTS



Please complete the Evaluation  
Page 71

@PositiveCoachUS



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