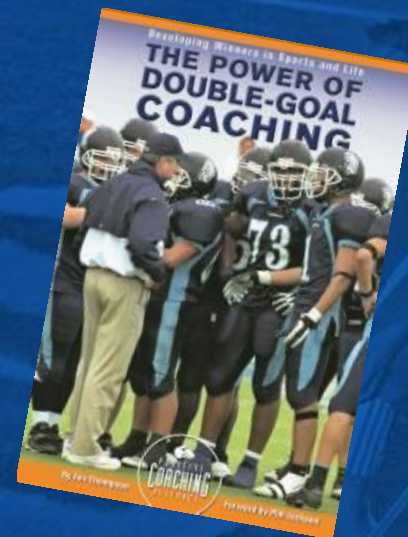


# Double-Goal Coach<sup>®</sup> Coaching for Winning and Life Lessons



**BETTER ATHLETES  
BETTER PEOPLE**



Twitter? Tweet: "Looking forward to the @PositiveCoachUS workshop! #PCAonDisplay"

**Text to  
Sign-in!**



**Text to: 650-763-2405**

What to include:

#Number

First Name Last Name  
email address



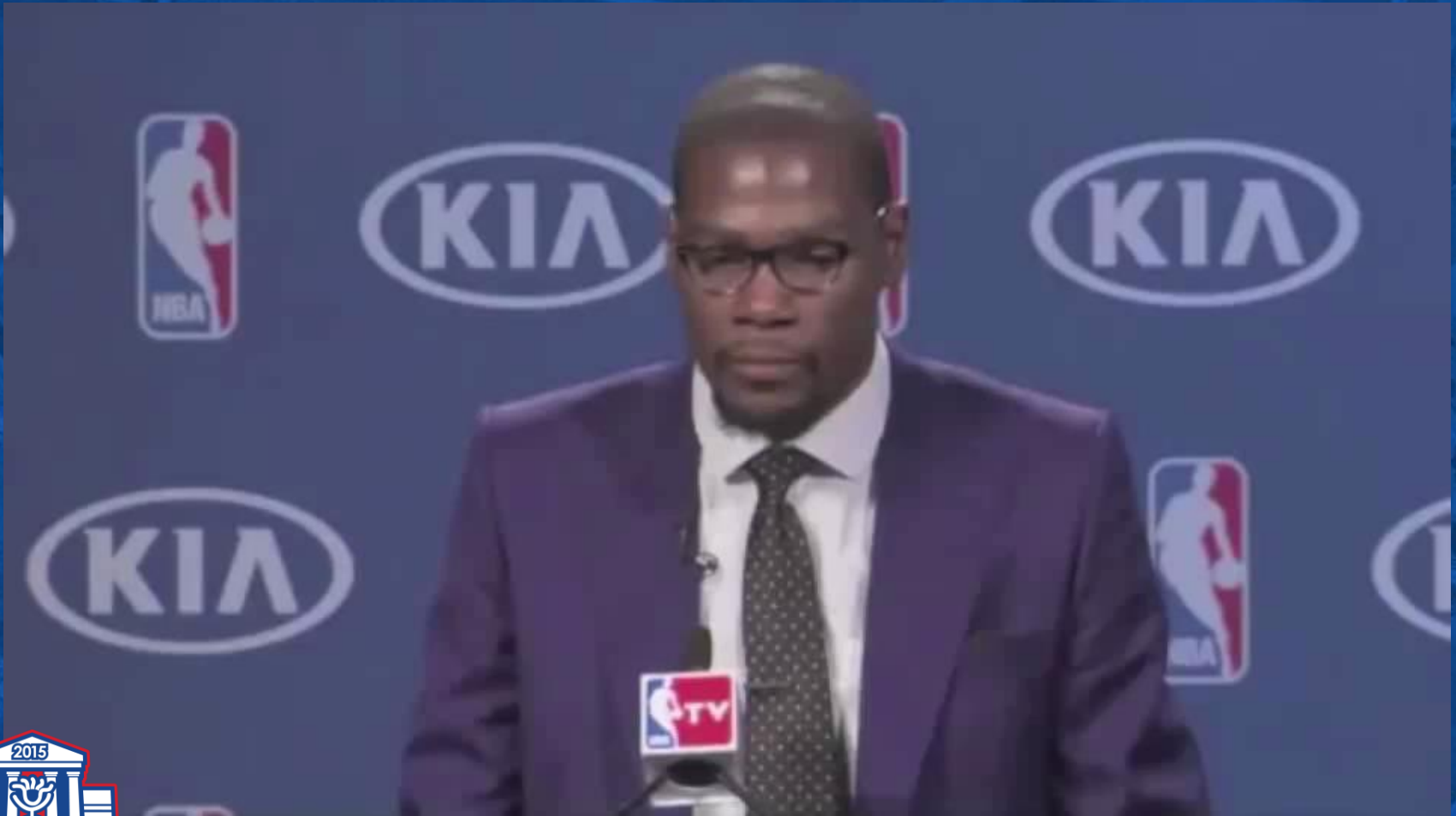
Sample text:

#00000

John Tester  
Tester@gmail.com



# Impact of Youth Sports Coaches



# Impact of Youth Sports Coaches





# Impact of Youth Sports Coaches

- Who was the most influential coach in your life?
  - Why
- How do you want to be remembered?



# PCA's Expanding Impact





# Supporters, Sponsors & Allies



National Soccer Coach  
Association of America



USA GYMNASTICS



UNITED STATES TENNIS ASSOCIATION



Deloitte.



U.S. Kids Golf  
INSTRUCTION • COMPETITION



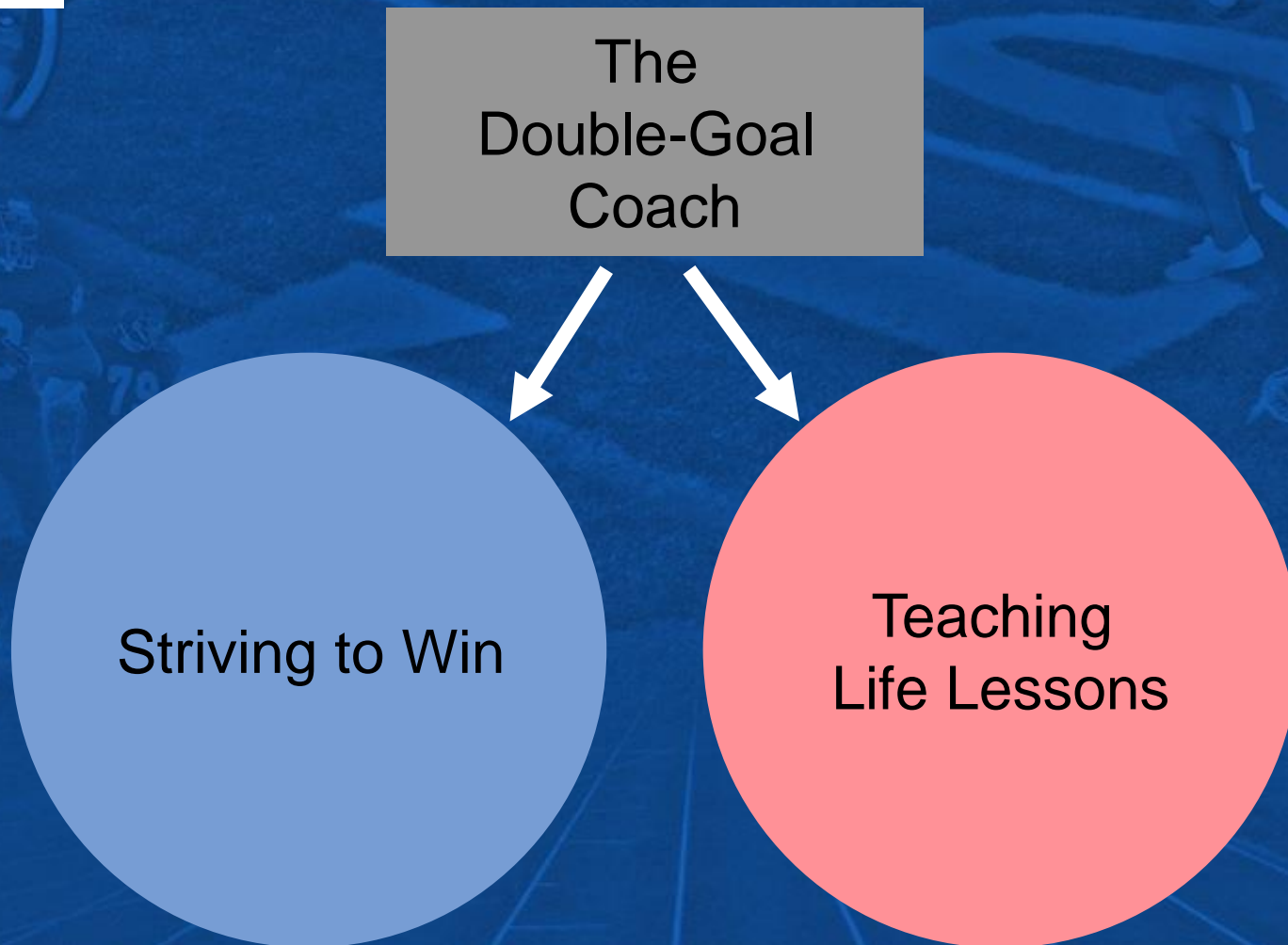
For more Resources, visit the PCA Development Zone at [PCADevZone.org](http://PCADevZone.org)

# National Advisory Board Members



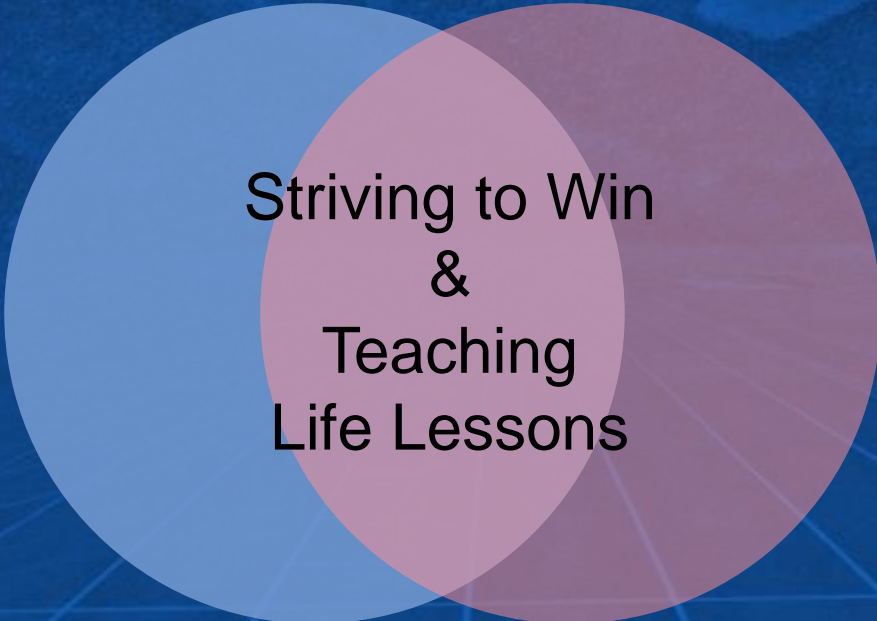


# PCA's Model of Coaching



# PCA's Model of Coaching

The  
Double-Goal  
Coach

A Venn diagram consisting of two overlapping circles. The left circle is light blue and the right circle is light purple. The intersection of the two circles is shaded in a darker purple color.

Striving to Win  
&  
Teaching  
Life Lessons



# Development Zone™

## Single-Goal Leader

Shapes Culture:

- Creates and defends a Development Zone

## Second-Goal Parent®

Focuses on:

- Helping kids absorb life lessons

**BETTER ATHLETES  
BETTER PEOPLE**

## Double-Goal Coach®

Strives to:

- Win
- Teach life lessons and build character

## Triple-Impact Competitor® Athlete

Works to better:

- Self
- Teammates
- Game

# PCA Principles

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







# Focus on Mastery vs. Scoreboard

## Which Olympic Athletes Earn the Most Medals?

1. Those who focus on the scoreboard and winning
- OR
2. Those who focus on mastering their sport and getting better







# Principle #1: ELM Tree of Mastery

## Scoreboard Definition

- Results
- Comparison with others
- Mistakes *not* OK



## Mastery Definition

- Effort
- Learning
- Mistakes *are* OK





# Principle #1: ELM Tree of Mastery



## Mastery Definition

- Effort
- Learning
- Mistakes *are* OK

Mastery Climate:

ANXIETY



SELF-CONFIDENCE



# Principle #1: ELM Tree of Mastery



## Mastery Definition

- Effort
- Learning
- Mistakes *are* OK

**Mastery Approach:** Gives players a feeling of CONTROL

- Work harder
- Stick to it longer



# Scenario & Toolkit

Scenario: Jesse hangs his head every time he misses a shot and, as a result, doesn't get back on defense.

➤ *What can you do?*



ELM Toolkit:  
Mistake Ritual (p.23)

# PCA Principles

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





## Which Car Would You Rather be Driving?



Why?

# Principle #2: Filling The E-Tank

**Empty**



- Pessimistic
- Give up more easily
- Less coachable

**Full**



- Optimistic
- Deal better with adversity
- More coachable



# Principle #2: Filling The E-Tank

**What drains the tank?**

**What fills the tank?**



- Criticism and correction
- Sarcasm
- Ignoring
- Nonverbals

- Truthful, specific praise
- Expressing appreciation
- Listening
- Nonverbals

# Toolkit

## “Magic Ratio”

5 : 1

(positives to criticisms)



E-Tank Toolkit:  
“Magic Ratio” (p.32)



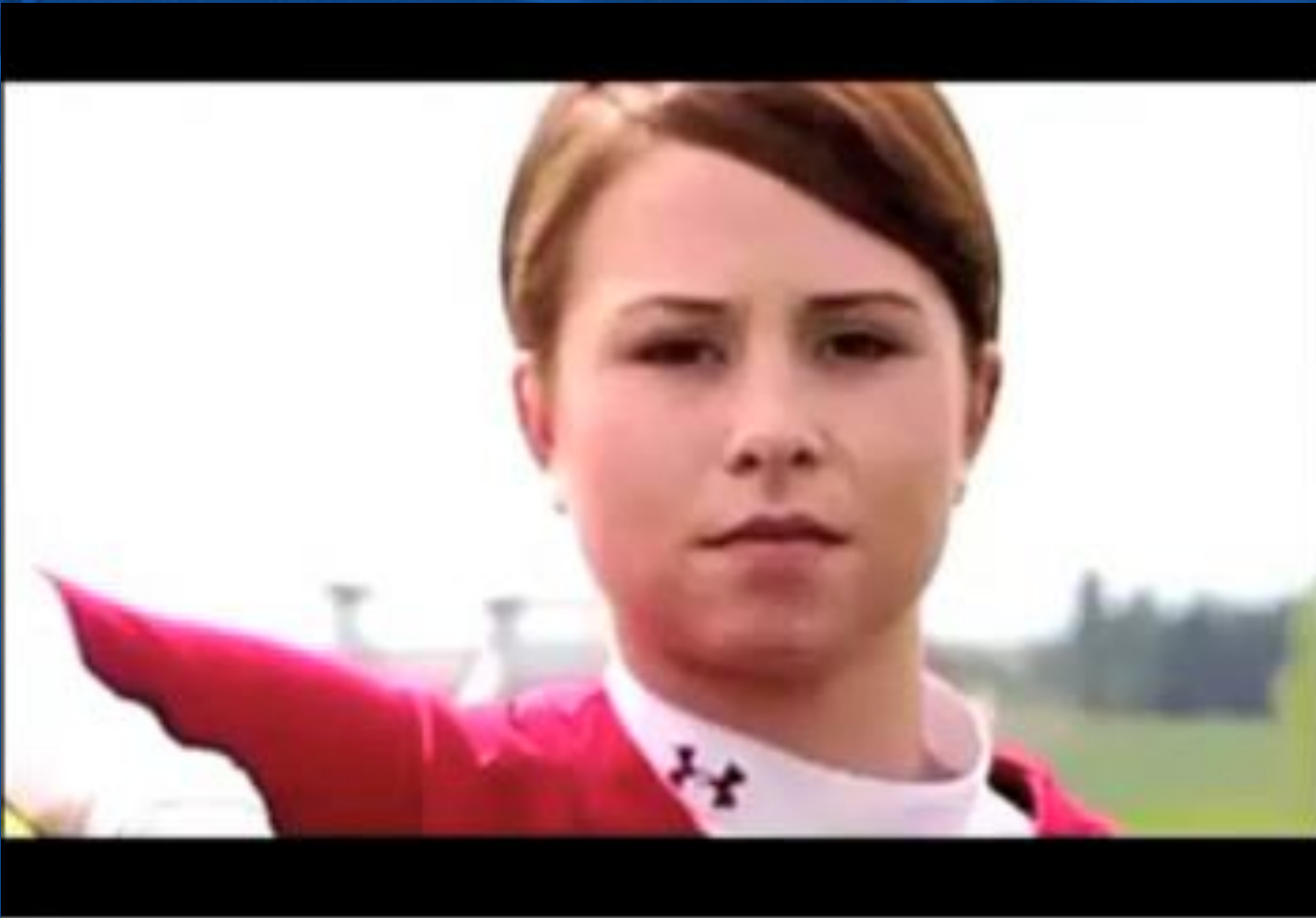
# PCA Principles

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









# Principle #3: Honoring The Game



ROOTS



# Self



## Opponents

# Teammates

# Officials



# Principle #3: Honoring The Game

## The Importance of Culture Creation



**Culture = The way WE do things HERE**



# Toolkit

## Self-Control Routine



Honor The Game Toolkit:  
Self-Control Routine (p.46)

# Your Mallory Moment





# PCA Principles

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



# You Can Make a Difference





# Your Coaching Legacy

“When the book of your  
life is written...

...will it say that you  
made a difference?”

--Herm Edwards  
PCA National Advisory Board Member  
Former NFL Head Coach



# Your Coaching Legacy

**How do you want to be remembered?**



**What are 2-3 things from this workshop that could help make that happen?**



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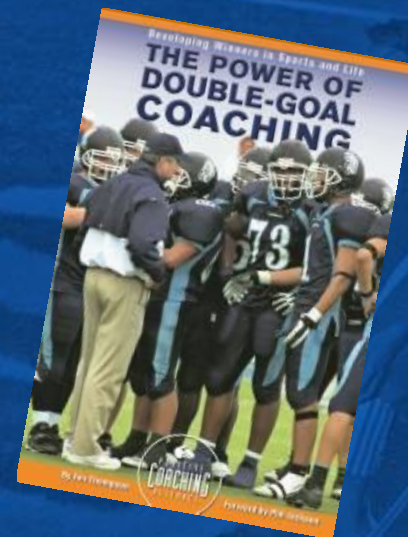


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THANK YOU for your commitment to youth sports!