

■ STUDENT-ATHLETE WORKSHOPS

"Becoming a Triple-Impact Competitor®" (55-75 minutes) ***Intended for a maximum of 60 attendees***

The transformation from sports participant to competitor is a vital step in an athlete's development. This step requires hard work, commitment and personal growth to become a "Triple-Impact Competitor". This interactive workshop defines what it means to be a Triple-Impact Competitor who focuses on improving:

- > THEMSELVES (through the ELM Tree of Mastery)
- > THEIR TEAMMATES (by Filling Emotional Tanks)
- > THE GAME (through Honoring the Game)

Ideas and tools for becoming a Triple-Impact Competitor are taught and explored. In addition, the workshop includes an exploration of "hazing," and how to prevent it.

Student-Athletes who attend this workshop should be able to:

- Understand their role on the team and in school
- Be on the same page, and speaking same language, as coaches
- Understand the definition of "hazing" and their role in preventing it

In a study of student-athletes who attended this workshop, 79% agreed with the statement: "I treated my opponents better this season (compared to the season before PCA training)."

Student-Athletes attending this workshop will receive the book *Elevating Your Game: Becoming a Triple-Impact Competitor*, which gives high school athletes easy-to-read information and inspiration to improve their performance in sports and beyond.*

"Becoming a Triple-Impact Competitor" Assembly (30-55 minutes) ***Intended for 60+ attendees***

This PCA assembly-style presentation explores the same topics as the Becoming a Triple-Impact Competitor workshop, but the approach is tailored to larger audiences (60 or more students). The shorter timeframe and reduced interactivity make it more successful for assembly-style presentations. For example, some schools may choose to do this assembly-style presentation for all of their freshman athletes in addition to a full-length workshop for their captains/team leaders. The following topics will be presented:

- > What it means to be a Triple-Impact Competitor
- > Tools for making yourself, teammates, and the game better
- > What hazing is and how to prevent it

Student-Athletes who attend this workshop should be able to:

- Understand their role on the team and in school
- Be on the same page, and speaking same language, as coaches
- Understand the definition of "hazing" and their role in preventing it

Student-Athletes attending this presentation will receive the book *Elevating Your Game: Becoming a Triple-Impact Competitor*, which gives high school athletes easy-to-read information and inspiration to improve their performance in sports and beyond.*

■ COACH WORKSHOPS

“Double-Goal Coach®: Developing Triple-Impact Competitors” (2 hours)

Through exploration of PCA models, principles and tools, this workshop empowers coaches to be Double-Goal Coaches who develop Triple-Impact Competitors. The workshop introduces the Principles of Positive Coaching: Honoring the Game, Redefining Winner and Filling the Emotional Tank, with complementing tools and over a dozen exercises for coaches to improve their student-athletes on and off the field.

Coaches who attend this workshop should be able to:

- Adopt the “Double-Goal” mental model for coaching, which means 1) striving to win *while* 2) teaching life lessons
- Utilize concrete tools to put Positive Coaching values into practice
- Develop athletes into Triple-Impact Competitors who concentrate on bettering themselves, their teammates, and the game
- Assist athletes in cultivating a teachable spirit
- Teach athletes about the importance of a growth-mindset
- Think through their desired coaching legacy

Coaches attending this workshop will receive the book *Elevating Your Game: Becoming a Triple-Impact Competitor*.*

“Double-Goal Coach®: Coaching for Winning and Life Lessons” (2 hours)

This interactive workshop introduces PCA’s Double-Goal Coach model and presents research from experts in coaching, education and sports psychology. Every participant gains access to dozens of practical, proven tools. Moreover, partners can choose from a list of specific scenarios that can be incorporated into the workshop, allowing for fresh content for partners using the workshop multiple years. The workshop provides an in-depth exploration of the three principles of Positive Coaching: Honoring the Game, Filling Emotional Tanks and the ELM Tree of Mastery.

Coaches who attend this workshop should be able to:

- Adopt the “Double-Goal” mental model for coaching, which means 1) striving to win *while* 2) teaching life lessons
- Utilize concrete tools to put Positive Coaching values into practice
- Help players deal with nervousness and fear of failure
- Create a mastery environment by:
 - Focusing on effort over results
 - Focusing on athlete self-improvement over comparison with others
 - Teaching athletes how to bounce back from mistakes
- Create a positive team culture by using a 5:1 ratio of positive comments to criticisms
- Contribute to a positive youth sports culture by creating an “Honoring the Game” culture

Coaches who attend this workshop will receive the book *The Power of Double-Goal Coaching: Developing Winners in Sports and Life*, which is packed with practical ideas and tools to help coaches succeed on the scoreboard while teaching life lessons.*

■ COACH WORKSHOPS (continue)

■ COACH WORKSHOPS (continued)

"Double-Goal Coach: Culture, Practices and Games" (2 hours)

Some teams have fun, work hard and achieve great things. Most do not. This interactive workshop shows how great coaches build a culture that calls forth the best in people.

Coaches who attend this workshop should be able to:

- Create/refine a coaching philosophy based on the Principles of Positive Coaching
- Build a team culture that encourages athletes to give 100% effort and strive for excellence
- Establish "signature statements" and "trigger words" for the team
- Design dynamic practice sessions that reinforce team culture and maximize use of available time
- Devise specific strategies for common game-coaching challenges including ensuring appropriate playing time, dealing with blow-out games, and maintaining coach composure in challenging situations
- Rethink how they develop team awards
- Understand the importance of developing a written coaching philosophy
- Develop a season-long plan that will allow application of a long-term 'vision' for the team related to your coaching philosophy/team culture

Coaches attending this workshop will receive an accompanying workbook with tools for Culture Shaping, Dynamic Practices, and Effective Game Coaching.*

"Positive Motivation: Getting the Best from Athletes" (1.5 hours)

This interactive workshop shares what the world's top sport psychologists and researchers know to be the detrimental effects of negativity and the productive effects of positivity. Coaches will explore scenarios and apply this knowledge to some of the most difficult team and player motivation challenges.

Coaches who attend this workshop should be able to:

- Motivate difficult players
- Motivate an underperforming team
- Have "hard conversations" with players
- Communicate "Receivable Criticism"
- Give their players an "Emotional Tank Vocabulary" that will maximize their emotional intelligence development

■ COACH WORKSHOPS (continue)

■ COACH WORKSHOPS (continued)

“Double-Goal Coach: Coaching the Mental Game” (2 hours)

All athletes experience anxiety under competitive pressure. Some rise to the occasion, but many wither. This workshop provides proven, practical tools to help coaches integrate sport psychology best practices into their coaching.

Coaches who attend this workshop should be able to

- Adopt tools to help athletes perform under competitive pressure
- Learn how to assist athletes to channel nervousness into positive energy
- Understand the importance of and how to teach athletes basic performance sport psychology tools, including:
 - Goal-Setting Process
 - Visualization & Get-Ready Routines
 - High Road Self-Talk & Behavior

Coaches attending this workshop will receive an accompanying workbook that guides coaches in the use of these best practices.*

■ PARENT WORKSHOPS

“The High School Sports Parent: Developing Triple-Impact Competitors” (90 minutes)

This interactive workshop explores the role of Second-Goal Parents, supporting their children so that they have fun, positive experiences in sports. It examines how parents can help ensure their children’s experience yields healthy, developmental (physical, social, mental) outcomes that will serve them far beyond the playing field.

“High School Parent Talk: Tips and Tools to Develop Winners in Life through Sports” (30 minutes)

This 30-minute talk covers many of the highlights from the full Second-Goal Parent workshop. Parents will come away with knowledge about tools for supporting their child in his/her sports experience.

Parents who attend a Parent workshop should be able to:

- Know what is expected of them as a high school sports parent
- Understand the parents’ goals and their child’s goals related to high school sports participation
- Match their behavior as a parent to their goals for their child’s high school sports experience
- Support their children to bounce back from mistakes and setbacks
- Teach their children about the importance of a growth-mindset
- Understand and manage the relationship between the Parent and Coach

Parents who attend this workshop will receive the book *The High School Sports Parent: Developing Triple-Impact Competitors*, a book that has handy tips specific to the challenges facing parents of high school athletes, as well as helping maximize the parent’s relationship with their kids.*

■ LEADERSHIP WORKSHOP

“Leading Your Athletic Department”: High School Sports as a Development Zone™ (2 hours)

This workshop empowers athletic directors and leaders to use high school sports as a “Development Zone” to develop “Better Athletes, Better People.” It explores:

- > The “Single-Goal” Leader model in which culture-shaping is seen as the primary leadership task
- > Alignment on a common vision for your school’s sports culture
- > Strengths and growth opportunities within your specific school sports culture
- > An Action Plan to capitalize on the identified growth opportunities

Leaders who attend this workshop should be able to:

- Define a positive sports culture for their school
- Identify aspects of the school’s current culture that are working well, along with areas for improvement
- Explore initiatives that will bring about desired improvement

Leaders attending this workshop will receive the book *Developing Better Athletes, Better People: A Leader’s Guide to Transforming High School and Youth Sports into a Development Zone*, which is a guide to developing and sustaining the healthiest sports culture possible.*

■ CONSULTATION

“PCA Consultation” (Up to 2 hours)

PCA’s expert Trainers are available to spend time with our partner organizations on a highly-customized basis.

Some of the potential uses of a PCA Consultation could include:

- An organizational leader (or team of leaders) wanting more time with a PCA Trainer to implement ideas to create a Development Zone™ culture
- A PCA Trainer observing a specific coach in action and providing feedback (done in conjunction with the Athletic Director)
- What to do after a negative incident (a fight, a hazing incident, etc.)
- Discussion around improving/implementing a coach evaluation program
- Thinking through the best approach to tryouts/cuts
- Developing best practices for handling upset parents
- Facilitation of a mid-season check-in meeting with coaches that sets them up to end the season on a strong note (regardless of their win-loss record)
- Additional visits from a PCA Trainer to address your athlete leadership group
- A “site visit” from a PCA Trainer on game day: walking the sidelines talking with parents about PCA and the partnership, observing the coaches in action and reflecting back to the organizational leadership what they saw/heard

* The books are purchased in advance of the workshop at a discounted rate, and the costs are separate from the partnership fee.