

Mentoring Coaches for Character

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Do Sports Build Character?

It depends!

“Sports themselves are empty vessels, imbued with the meanings we attach to them” -Linda Flanagan

Therefore, it is critical that our coaches are using sports to teach good!



Coaching Philosophy

Step 1 - What are your CORE VALUES?

Choose Two Performance Character Skills:

Grit, Reliability, Perseverance, Responsibility

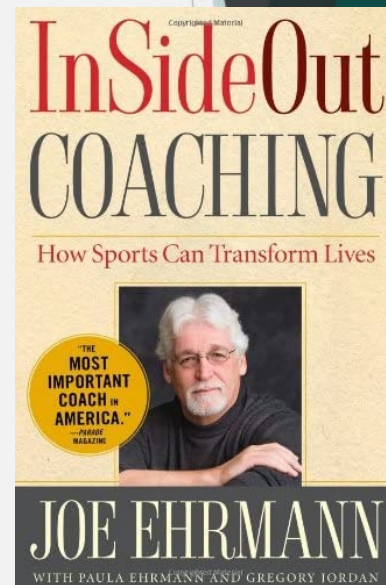
Choose Two Moral Character Skills:

Empathy, Honesty, Loyalty, Service

Step 2 - "I" Statement

I coach to teach and model the values of...

I lead so that my students will...



Coaching Philosophy



I coach to be a role model for my student-athletes and to instill the values of sportsmanship, respect, honesty, responsibility and advocacy in everything they do in life, both in and out of the classroom.



I coach and teach to model the values of perseverance and empathy in order for my student-athletes to be compassionate and productive in the world outside of sports.



“The Why Becomes Your Compass”

“Without a clear purpose and acknowledgment of your **WHY**, your coaching becomes haphazard. When you coach to win a championship or a national title, your coaching can become transactional as your pursuit of the goal tramples everyone –including your athletes– in your way. But when you start with why and clearly define your purpose for coaching, the why becomes your compass.”

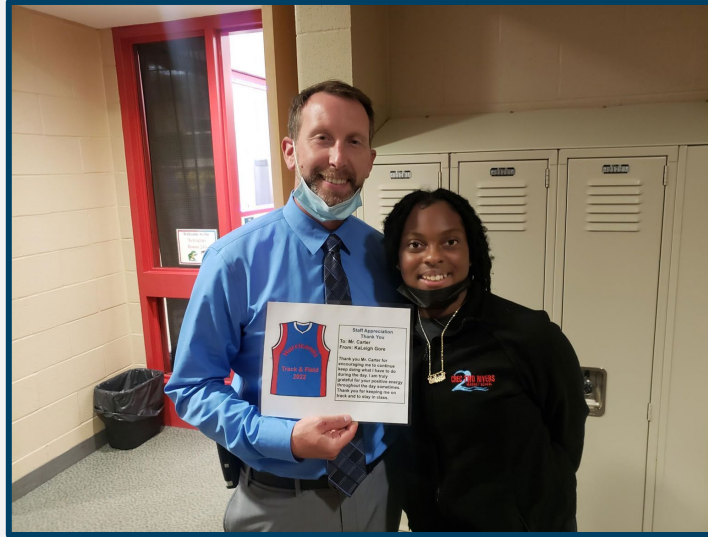
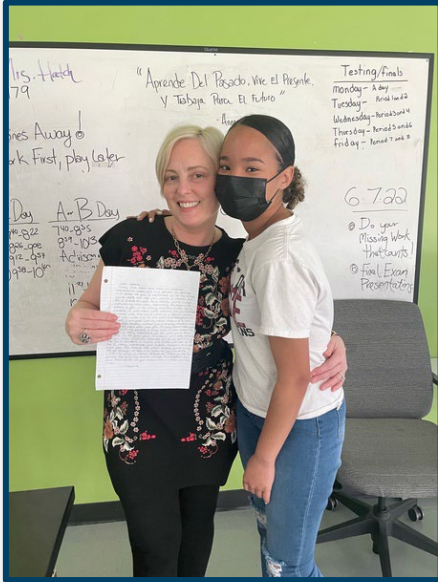
– John O’Sullivan



Build a Culture - Community Service Projects



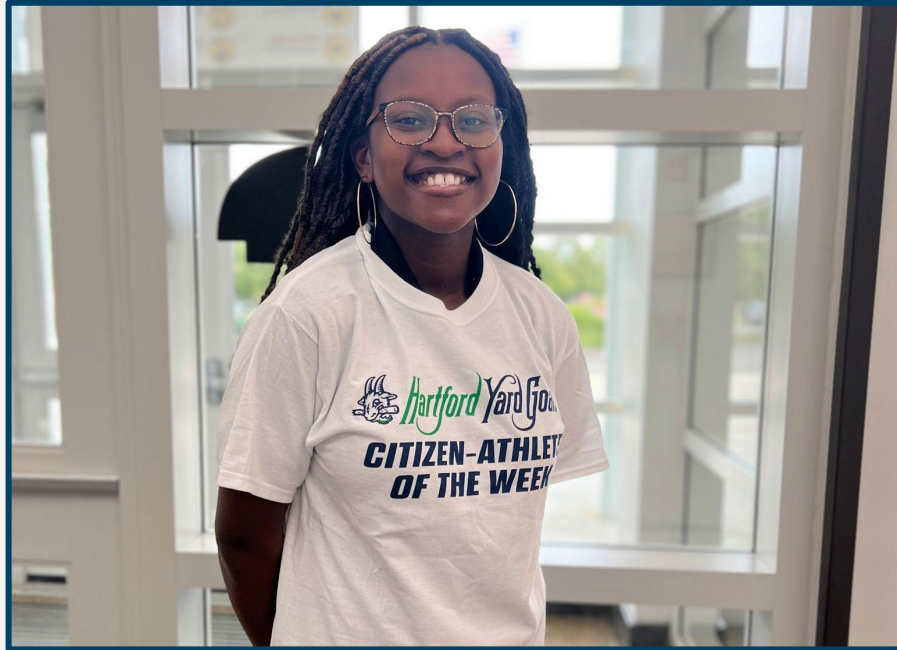
Build a Culture - Staff Appreciation



Build a Culture - CREC PRIDE Award



Build a Culture - Citizen-Athlete of the Week



Build a Culture - Sportsmanship Bracelets and Pins



Build a Culture - Officials Appreciation



Build a Culture - Sportsmanship Ambassadors



Build a Culture - Sportsmanship Rating System

- Within sport
- Coach and players rate each league opponent
- Scale of 1 to 4
- Players, Coaches, Spectators
- Explanation for rating of 1 or 2
- Reward winners with plaques



Build a Culture - Celebrate what you value



Build a Culture - Pregame Protocol



Build a Culture - Signage



Build a Culture - GratiTuesday



Strategies for Coaching Character

- Make character a recurring topic in preseason meetings
- Regularly hold team dialogues throughout the season
- Meet with players individually
- Goal setting
- Pair team members for weekly reflections



Strategies for Coaching Character

- Utilize surveys (exit surveys)
- Utilize film
- Encourage responsibilities that reflect culture
- Assist students in identifying positive role models
- Reframe challenges or missteps into learning opportunities





RISE UP

DODGE HIGH

YOU NEED A TH

Education Based Activities Should **Educate**

Start with **Why?**

Don't Forget **Who?**

Now **What?**

This is the **How!**

We all know **When!**



RISE UP
DODGE HIGH

The 1st Second..



RISE UP
DODGE HIGH

YOU NEED A TH

YOU MUST ASSESS CHARACTER
in order to TEACH CHARACTER!



RISE UP
DODGE HIGH

3 Decisions We Must Make to Lead Ourselves Well :

1. I will not lie to myself, even when the truth makes me feel bad about myself.
Exceptional self-leadership requires brutal honesty with oneself.
1. I will prioritize what I value most over what I want now.
Exceptional self-leaders lead themselves toward what they value most, not what they want now.
1. I will not attempt to **lead myself by myself**.
Exceptional leaders do life with people who are moving toward similar values.

YOU NEED A TH

The Process

BuyIn [Coaches]
T-Shirts [Students & Staff]
Social Media [VIDEOS]
Book/Speaker [HC Council]
Practice Schedules
Evaluations





COMPETITORS: make their beds



**BE THE
CREED**

dodge city high school





Kate Leavell

Speaker | Trainer | Coach | Consultant |
Author

VP of Leadership Development
[Jon Gordon Companies]



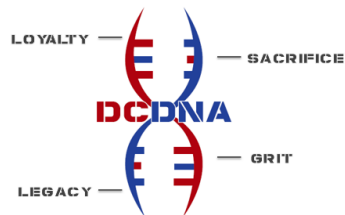
YOU NEED A TH

Don't Do This:

Too Many Traits
Double Meanings
Sport Specific
Quit on Spring
Recycle



RISE UP
DODGE HIGH



BATL

**FIGHT
ON**



RELENTLESS



authentic
SINCE 1873

WTD
WIN THE DAY



RISE UP
DODGE HIGH

YOU NEED A TH

Character Development for Coaches & Students

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Dodge City Public Schools 

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RISE UP

DODGE HIGH

Resources

Character and Leadership – Joe Hoedel

<https://characterandleadership.com/student-athlete-program/>

Inside Out Coaching Initiative

www.insideoutinitiative.org

Coaching Boys Into Men

www.futureswithoutviolence.org

Pass It On – The Foundation for a Better Life

www.passiton.com



Resources

NFL Foundation – Character Education

www.nflfoundation.org/character

Especially for Athletes

www.especiallyforathletes.org

Becoming Your Personal Best

www.becomingyourpersonalbest.org

Lead Em Up

www.leademup.com



Resources

3D Coaching

<https://3dinstitute.com>

Janssen Peak Performance

www.jeffjanssen.com

Jamy Bechler

www.TheLeadershipPlaybook.com

Changing the Game Project

<https://changingthegameproject.com>



Resources

Champions of Character – NAIA

<https://www.naia.org/champions-of-character/index>

National Alliance for Youth Sports

www.nays.org

National Federation of State High School Association

www.nfhs.org

Josephson Institute Center for Youth Ethics

www.charactercounts.org

