



PLC Coach Note: WINNING

How important is winning to you?

How important is winning to your players?

Make a short list of the reasons you coach.

- 1.
- 2.
- 3.
- 4.

Is winning on this list?

If so, which number is it?

If winning is the most important thing to you, your players will surely feel it. When you address your team, convey to them why you coach. If you coach because you truly enjoy it and you want to develop the character of your players, let them know it. Tell them that you want what is best for them beyond the playing field. Also think about telling your team that they will not be defined by their wins and losses, but rather by the character they display. Recall that you don't have to win to be a champion.

Being a champion means:

- putting forth your best effort
- having a positive attitude
- playing with integrity



**"A life of frustration
is inevitable for any
coach whose main
enjoyment is
winning"**

~ Chuck Noll

- being a good teammate

Winning comes from every team member putting forth everything they have and working together, communicating effectively and competing to the best of their team collective ability. Rather than reinforcing winning by congratulations or words of affirmation, try to reinforce your players' work ethic and effort. Share encouraging words with them when they display character in practices or competition. By reinforcing that your players focus should be on the process of competing (mechanics, strategy, character and sportsmanship), rather than the outcome of the contest, your team will "win."