



## PLC Local Certified Trainers,

This week's Coach Note comes from one of Oscar McBride's students in his Ethics in Sports class at Concordia University. Hope you enjoy!

### Focus of Week 6: Coaching for Character Development

Most youth coaches focus primarily on the fundamentals of their sport. The goal for their team may still be to win contests, but the emphasis is predominantly on mastering the basics. Why should character development be any different? At the youth level, coaches have before them an untouched petri dish of potential. In each young athlete lays the potential to become not only great competitors, but great people as well. Teaching character fundamentals at a young age through sport sets the young athletes down a more righteous path than if they simply learn how to win.

Learning from failure is a fundamental piece of becoming a great human being. This quality transcends through sport on a daily basis. Goal setting is an important component of most human endeavors, however, there are not as many stories about people who fail to reach their goals as those who do succeed. Failure is a part of life and with youth sport; it is a common part of every practice and competition. Learning to take lessons from failure and apply them to the future should be an equal component to any practice or game. Win with honor, lose with dignity, and learn something new from each outcome.

Coaches are teachers, but they are also



**"I've missed more than nine thousand shots. I've lost almost three hundred games. Twenty-six times, I've been trusted to take the game-winning shot, and missed."**

**- Michael Jordan**

mentors and examples. A good coach will never sacrifice his/her moral integrity. Win or lose, a coach must provide an example for his athletes to follow. This is never truer than with youth athletes. Young kids soak up non-verbal language like a sponge.

How a coach talks, walks, and chews his/her gum will be emulated by nearly all athletes.

This is a tremendous responsibility for anyone, but it is also a tremendous opportunity to mentor and minister to young people.

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