



## Weekly Coach Note: "G" in GROW

A central tenet of the PLACT philosophy is the GROW approach. GROW is based on a simple equation:

**Goals + Relationships + Ownership =  
Winning**

If coaches follow this simple formula, their players will have the best opportunity to grow as quality persons as well as fine athletes – becoming Champions both on and off the field. Over the next month, we will highlight each component of the GROW approach to Coaching as a Ministry.

**GROW** starts with **Goal Setting**. Setting goals provides athletes with short-term motivation and long-term vision.

Coaches:

- Ask your team together to set **TEAM GOALS**
- Have each athlete on your team set **INDIVIDUAL GOALS**

Ask your team and each athlete to:

- **WRITE** their goals – written goals are more concrete and can be tracked
- **SHOW** their written goals to coaches – creates accountability
- **SET** Three Levels of Goals: Physical, Mental and Moral
  1. Physical: Skill development
  2. Mental: Effort, attention, determination
  3. Moral: Sportsmanship-related
- **TRACK** progress toward goals – ensures measurable progress and achievement



**"Goals are the fuel in  
the furnace of achievement."**

**~ Brian Tracy**  
***Eat That Frog***

According to Achievement Goal Theory, coaches can be most helpful to athletes when they:

1. **Build Self-Efficacy** – believing in your athletes will build their confidence and help them give their best effort.
2. **Focus on mastery** – challenge your team and each individual player to improve upon past performance and strive for personal bests.
3. **Avoid extrinsic rewards and punishments** - motivating your athletes through promises or fear is counter-productive.
4. **Attribute success and failure to effort** rather than innate ability - many athletes give up too quickly because they falsely assume that ability is a fixed quantity.
5. **Stretch limits** – create a team climate in which athletes are willing to push themselves, take risks and attempt to transcend their limits.
6. **Provide corrective feedback** – focusing on learning from mistakes to get better.

When Coach-Ministers help their team and their athletes set goals and strive to achieve them, they are developing the **Cardinal Virtue of Fortitude** within their athletes. Fortitude is courage, persistence, determination and hard work. Encouraging Fortitude will help athletes enjoy their sport experience and put teams in the best position to "win."