

Mission Statement



A compelling mission statement can help inspire people and galvanize their energy to make it come true.

People in organizations tend to forget about the "noble goals" of the organization as they get caught up in their day-to-day responsibilities. A mission statement makes clear to all stakeholders in an organization what the organization is about in a concise, memorable way.

A mission statement has significant advantages to YSO leaders:

1. It helps organization leaders communicate to all the organization's members what the core values of the organization are. Organizations with strong commitments to their mission take every opportunity (newsletters, banners, presentations to coaches and parents, etc.) to remind members of the mission.
2. It helps organizations deal with difficult, ambiguous situations. When a problem comes up and the appropriate action isn't clear, returning to the mission statement should provide guidance for how to act.
3. It is a way of beginning conversations about the values of the YSO. Conversations are an important way that people assess and modify their values and behavior, so stimulating conversations about Positive Coaching among parents, coaches, athletes, fans and officials is a good thing.
4. It helps hold an organization accountable. It provides a way to assess the current state of the organization versus the ideal goal. For example, if there is a banner on the field with the PCA logo on it, it may cause a parent to more readily question the behavior of a coach who is verbally abusive to players or officials. This tends to reinforce the mission in the minds of the people who do the work of the organization.

PCA believes every YSO should have a mission statement that explicitly states the goal of using the sports experience to help athletes develop positive character traits and values that will help them succeed in the rest of their lives.

If Your YSO Has a Mission Statement

If your YSO has a mission statement, examine it to see if it reflects what you aspire to for your organization. For example, if it's important to you that kids have fun playing in your YSO, then that should be in the mission statement. Positive Coaching should be an explicit element of the mission statement. Here is one example of a mission statement:

(YSO name) aspires to be an outstanding educational-athletic organization that provides a high-quality experience to every athlete. A high-quality experience is one in which every athlete

- Is coached using the principles of Positive Coaching
- Has fun playing the game
- Feels like an important part of the team regardless of performance
- Learns "life lessons" that have value beyond the playing field
- Learns the skills, tactics and strategies of the game and improves as a player

We recognize that the coach is the one who most directly makes this all possible. It is our goal to provide every coach with tools to be able to be successful as a Positive Coach. We are committed to creating a positive culture in which coaches, parents, fans, officials and athletes work together to achieve our mission.

If Your YSO Does Not Have a Mission Statement

Use this Road Map to start the process of developing a mission statement that captures what the organization aspires to do and be. Ask the board to appoint a small committee to write a draft mission statement and field-test it with coaches, parents, officials and athletes. The committee can then bring the statement to the board for a vote to approve.