

■ LEADERSHIP WORKSHOPS

“Leading Your Athletic Department”: Developing a Positive Coaching Culture (2 hours)

This interactive workshop will **set the table for success** for the department by **aligning everyone** to achieve great things. It will help **shape the Culture of the department** by examining where things are going well and where improvements are needed. **Specific tools** are presented that can be used on a day-to-day basis.

Topics Include:

- > Leadership and Culture Shaping
- > Elements of Positive Coaching Culture
- > Developing and Maintaining a Positive Culture
- > Structural Pillars for maintaining a Positive Culture over the long term
- > Scenarios featuring situations facing Athletic Directors and Administrators

■ COACH WORKSHOPS

“Double-Goal Coach®: Coaching for Winning and Life Lessons” (2 hours)

This interactive workshop introduces PCA’s Double-Goal Coach model and presents **research from experts** in coaching, education and sports psychology. Every participant gains access to **dozens of practical, proven tools** to increase success during their next practice or competition. The workshop provides an **in-depth review of the three principles** around which it is built:

- > Honoring the Game
- > Filling Emotional Tanks
- > ELM Tree of Mastery

“Double-Goal Coach: Culture, Practices and Games” (2 hours)

Some teams have fun, work hard and achieve great things. Most do not. This interactive workshop shows **how great coaches build a culture** that calls forth the best in people, including:

- > Elements of team culture that encourage athletes to give 100% effort and strive for excellence
- > “10-step Guide” to productive practice sessions that reinforce team culture and maximize results
- > The Art of “Game Coaching”

“Double-Goal Coach: Coaching the Mental Game” (2 hours)

All athletes experience anxiety under competitive pressure. Some rise to the occasion and perform at their best, but many wither. This interactive workshop **provides proven, practical tools** for coaches to build self-confidence in their players by discussing the following topics:

- > Characteristics of great competitors
- > “The High Road Framework” for helping athletes view pressure as a privilege
- > Off-field tools to prepare for competition
- > On-field tools that can be used in the heat of competition to maintain and regain focus



“Developing Competitors” – A Workshop for High School Coaches (2 hours)

This interactive workshop is designed especially for high school-level coaches who are determined to **help athletes make the journey from sports “participant” to become a “Triple-Impact Competitor.”**

- > Over a dozen specific exercises for coaches to help student-athletes improve themselves, their teammates and the game
- > Borrows from the Olympic motto: *Citius, Altius, Fortius* (Faster, Higher, Stronger) to help athletes strive together to excel
- > Introduces principles Honoring the Game, Redefining Winner and Filling the Emotional Tank, with complimenting tools and resources for coaches to improve their student-athletes on and off the field

■ PARENT WORKSHOPS

“The Second-Goal Parent®: Developing Winners in Life Through Sports” (75 minutes)

This interactive workshop explores the role of a Second-Goal parent in a high school setting. It will examine **how parents can help ensure their student-athletes’ experience yields healthy, developmental (physical, social, mental) outcomes** that will serve them far beyond the playing field. Other topics discussed include:

- > Guidelines for developing a positive Coach/Parent relationship
- > Providing scenarios and discussions about academic eligibility, injuries, getting cut from teams, etc.
- > Examining the Double-Goal coach model and how it relates to high school sports

“The Second-Goal High School Parent: Tips and Tools to Develop Winners in Life Through Sports” (30 minutes)

This presentation is designed as a 30-minute talk that covers many of the highlights from the full Second-Goal Parent workshop. Parents will come away with knowledge about **tools for supporting their child in his/her sports experience**, including:

- > Parents’ goals and their child’s goals related to sports participation
- > Tips for parents to show support before, during and after the game
- > Engaging in empowering conversations with their child/athlete
- > Motivating their child/athlete by filling emotional tanks and teaching lessons about effort, learning and mistakes

■ STUDENT-ATHLETE WORKSHOP

“Becoming a Triple-Impact Competitor®” (75 minutes)

Anyone who plays on a team is a participant. However, it requires hard work, commitment and personal growth to become what PCA calls a “Triple-Impact Competitor”. This interactive workshop defines what it means to be a Triple-Impact Competitor, in terms of how an athlete can improve:

- > THEMSELVES (through the ELM Tree of Mastery)
- > THEIR TEAMMATES (by Filling Emotional Tanks)
- > THE GAME (through Honoring the Game)

In addition, ideas and tools for becoming a Triple-Impact Competitor are taught and explored.

