



The “Double-Goal” Coach™ Award

Positive Coaching Alliance is proud to announce the 2004-2005 “Double-Goal” Coach™ Award Program.

Positive Coach Alliance is committed to making a new mental model of coaching the “industry standard” for youth sports. The “Double-Goal Coach” model is intended to replace the “win-at-all-cost” model that is destroying youth sports. A Double-Goal Coach: *a) Redefines “Winner,” b) Honors the Game and c) Fills Players’ Emotional Tanks.* Double-Goal Coaches want to win (goal #1) but have a second, more important goal—to help players develop positive character traits that will help them be successful in life. (For more information about the Double-Goal Coach Mental Model, please see our web site at <http://www.positivecoach.org> and click on “Coaches”.)

Promoting this model, and honoring coaches who exemplify its vision in their programs, is the essence of the Double-Goal Coach Award. This annual award will recognize approximately five coaches, from throughout the United States, whose actions and programs not only teach players athletic skills, but also help them develop skills that will serve them well throughout their lifetimes.

AWARD CRITERIA

Nominees will be assessed on the basis of how closely their coaching actions and programs exemplify the Double-Goal Coach Model.

All candidates are expected to be Double-Goal coaches who:

1. *Redefine what it means to be a “Winner” for their players and parents;*
2. *Honor the Game by teaching and demonstrating respect for the rules, opponents, officials, teammates and themselves;*
3. *Fill their players’ “Emotional Tanks.”*

AWARD ELIGIBILITY

Coaches eligible for the PCA Double-Goal Coach Award must meet these requirements:

1. *Their coaching experience must be with athletes of high school age or younger.*
2. *They must have at least two years of experience as a head coach.*
3. *They must have been actively coaching within the past two years.*

SELECTION AND NOTIFICATION

PCA staff will select about 15 award finalists from nominees. The Double-Goal Coach Award Selection Committee – comprised of elite Double-Goal coaches – will choose approximately five national winners.

Award finalists will be notified in early 2005.

Winners will be announced at the PCA National Awards Ceremony, to be held in the spring of 2005 in the San Francisco Bay Area. Each winner will receive a Double-Goal Coach Award trophy and an expense-paid trip to accept the award. Each recipient will also receive a free PCA workshop, to be awarded to the youth sports organization of his or her designation.

AWARD NOMINATIONS AND DEADLINES

Anyone – a coach, player, parent, official or administrator – can nominate a coach for the Double-Goal Coach Award. PCA trainers, PCA employees and immediate family members of PCA employees are not eligible to receive PCA “Double-Goal Coach” Awards.

The attached Double-Goal Coach Award application must be submitted to Positive Coaching Alliance by November 30, 2004. Applications must be either postmarked or faxed by November 30, 2004.

For additional information, please contact Maura Thill at 650-354-0903 (maura@positivecoach.org) or visit our web site at www.positivecoach.org and click on “Events.”



The "Double-Goal" Coach Award – Application

COACH INFORMATION

to be completed by Nominator

Coach's Name: _____

Work Phone: _____ Home Phone: _____

E-mail address: _____

Street Address: _____

City, State, Zip: _____

Name of team(s) coach is currently coaching: _____

Sport(s) currently coaching: _____

Age level of team(s): _____

Please indicate the number of years coaching at each level:

High school: _____ Junior High School: _____ Elementary School: _____

Club Sport (name sport): _____ Community Recreation: _____

Please list any important coaching accomplishments/awards received:

Please send a recent photograph of the coach.

NOMINATOR INFORMATION

*to be completed **only** by the Nominator*

Name: _____

Work Phone: _____

Home Phone: _____

E-mail address: _____

Street Address: _____

City, State, Zip: _____

Relationship to Nominee:

- Athlete
 Parent of athlete
 YSO administrator
 Other, please specify: _____

SUBMITTING APPLICATIONS

Return the completed application to: Double-Goal Coach Award, Positive Coaching Alliance, Department of Athletics, Stanford University, Stanford, CA 94305-6150.

Applications may also be downloaded from our web site (<http://www.positivecoach.org>, click on "Events") or faxed to us at 650-739-0270.

TESTIMONIALS

To be completed by Nominator and 3-5 others

Written testimonials must be completed both by the Nominator, and by a minimum of three and a maximum of five individuals who are familiar with the nominee's coaching experience. Testimonials can be submitted by current or former players, parents of players, youth sports administrators or others. (If the nominee's team includes athletes younger than high-school age, at least one of the testimonials should be written by an adult.)

Please write your testimonial on a separate sheet of paper. The testimonial should describe how the coach being nominated exemplifies the Double-Goal Coach Model. Use specific examples and anecdotes when possible, highlighting ways in which the coach Redefines "Winner," Honors the Game and Fills Emotional Tanks.

Please include the following information with your testimonial:

1. *Coach's name*
2. *Your name*
3. *Your phone*
4. *Your email*
5. *How you know coach (parent, athlete, administrator, etc.)*
6. *Your signature (required)*
7. *Date*