



Welcome to Positive Coaching Alliance Double-Goal Coaching®

Double-Goal Coaches® have two goals, winning, and more importantly, teaching life lessons through sports. Double-Goal Coaching takes its name from a book by Jim Thompson, founder and executive director of Positive Coaching Alliance, which brings you these pages in conjunction with CIF.

Double-Goal Coaching helps coaches teach players learn how to win, on and off the field. It also means that regardless of their skill level, players can take from high school sports invaluable lessons in teamwork, discipline, compassion and handling adversity and apply those lessons in school, jobs and their family lives.

Following are brief explanations of the three main principles of Double-Goal Coaching:

- Redefining Winner
- Filling Emotional Tanks
- Honoring the Game

There is a wealth of additional information at Positive Coaching Alliance's website, [**www.positivecoach.org**](http://www.positivecoach.org), and you can become a certified Double-Goal Coach through the online Double-Goal Coach Course at [**http://www.positivecoach.org/DGC.aspx**](http://www.positivecoach.org/DGC.aspx).



Positive Coaching Alliance Double-Goal Coach® Principle #1: Redefining “Winner”

Following is a script you can use to redefine “winner” for your players. You probably will want to alter this script, depending on your own personal style.

Sports are a great way to learn important lessons that can help us later in life. I know that I learned a lot from playing high school sports when I was your age. I want to tell you about a goal I have for the team and for each of you individually this season. It's called “Act like a winner to be a winner.”

There are two kinds of winners. One kind is the team that scores the most. We want to be that kind of winner, and we will work as hard as we can to win as many games as we can. The other kind of winner is a winner in life, not just sports. That kind of winner works to master whatever he is trying to do. In sports, we want to master skills, and as we learn those things, we also will learn how to master anything else we want to be good at.

To help remember the keys to mastering sports or anything else, think of a tree, and let's call it the ELM Tree of Mastery, because the keys start with the first letters E, L and M: Effort, Learning and Mistakes.

E is for Effort. We give our best effort every time. I am more concerned that we try our hardest than I am with the actual results on the scoreboard. We could win against a weak team without giving it our best effort, and that win doesn't mean much. On the other hand, we could play a strong team, and even if we lose on the scoreboard, if we try our very hardest, we can all be proud.

L is for Learning. We will learn and improve at every practice and every game. Again, we could beat a weak team, but without learning and improving, the win doesn't mean as much. And even if we lose to a stronger team, we can still take a lot from our learning and improvement.

M is for Mistakes. Mistakes are part of how we learn. You can't learn and improve if you are afraid to make mistakes. On our team, mistakes are OK, as long as we learn from them and don't let them discourage us. So, the third part of the ELM tree is M for Mistakes are OK. If you can remember these three things, you'll be a winner in sports and in life.

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**Positive Coaching Alliance Double-Goal Coach® Principle #2:
Filling Emotional Tanks**

Following is a script you can use to explain Filling Emotional Tanks to your players. You probably will want to alter this script, depending on your own personal style.

To play our best all of the time, we have to keep our "Emotional Tanks" full. An Emotional Tank is like a car's gas tank. When it's full, we run well, but when it is empty, we don't. It's important to keep each other's tanks full, because that keeps us optimistic and trying hard even if things aren't going so well for our team.

To have a really great season, we need to keep everyone's emotional tanks full. If you ridicule each other after a mistake, that drains tanks. But if you support each other, saying something like, "Don't worry, you'll get the next one," then your tanks will stay full. Here are some ways to fill emotional tanks:

Tell your teammate when you see him do something well, or when you see him giving his best effort, even if he does not make the play. Tell him when you see him improving. This will make him want to keep trying hard to improve even more.

Listen to your teammates if they have ideas they want to share.

I promise to do all of these things. Even when I have to correct you, to help you learn and improve, I will try to do it in a way that keeps your emotional tank full.

Today, just so you all know what this feels like, we'll put together a Buddy System, where you pair up with a buddy and look for things that each other are doing well. You have to be truthful and specific, so your buddy knows exactly what he did right.

So, right now, pair up with someone else, and he will be your buddy for today's practice. Later in the practice, I am going to have each one of you report back to the team on what your buddy said to you to fill your tank.

This season is going to be great if we support each other and keep our emotional tanks full. With full emotional tanks, we will be off to the races, and there is no limit to what we can accomplish.

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Positive Coaching Alliance Double-Goal Coach® Principle #3: Honoring the Game

Following is a script you can use to explain Honoring the Game to your players. You probably will want to alter this script, depending on your own personal style.

I want to talk to you about Honoring the Game. To remember the major points of Honoring the Game, we get to the ROOTS of the matter: Each letter in ROOTS stands for an important part of sports that we must respect. The R stands for Rules. The first O is for Opponents. The next O is for Officials. T is for Teammates, and the S is for Self.

R is for Rules. The rules keep the game fair. Respect for the rules is important, even when it's possible to break them without getting caught, so we are going to play by the rules.

O is for Opponents. Without opponents, we would have no game. A good opponent makes us do our best. We'll always do our best and try our hardest to win, but we also always will respect our opponents.

O if for Officials. It is important to respect officials. They have a hard job and without them the game would be unsafe and unfair. Of course, we may sometimes feel they made a bad call, but we'll still show them respect.

T is for Teammates. This team may be one of the most important aspects of your life right now. And later in life you will often be part of a team, so it is important to learn to work together. You should feel a commitment to your teammates and encourage and support each other in practices, games and even when we're away from the sport.

S is for Self. Some people only Honor the Game when their opponents do, but we will Honor the Game no matter what the other team does, because we set our own personal standards. And we live up to them no matter what.

So, again, when we say that Honoring the Game goes to the ROOTS of the matter, ROOTS means respect for Rules, Opponents, Officials, Teammates, and Self.

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