

Leading Your Organization: Developing a Positive Coaching Culture



BETTER ATHLETES
BETTER PEOPLE

Creating a positive, character-building youth or high school sports experience requires organizational leaders committed to creating and maintaining a Development Zone™ for developing “Better Athletes, Better People.” This workshop helps your leadership team do exactly that.

One key outcome of the workshop is a written action plan for your leadership team, created with the guidance of the PCA Trainer (workshop facilitator), specific to the needs and circumstances of your organization and the population it serves. Throughout the workshop, and reflected in the action plan, is an emphasis on PCA’s “Single-Goal” Leader model, in which **shaping the culture of your organization** is the primary task of your leadership team.

Along the way, your team also should:

- **Align around a common vision for your organizational culture**
- **Recognize strengths and growth opportunities that can contribute to or detract from achieving the group’s vision**
- **Identify tasks necessary to complete in pursuit of the vision and determine which leaders are responsible for completing those tasks.**

Leaders attending this workshop will receive the book *Developing Better Athletes, Better People: A Leader’s Guide to Transforming High School and Youth Sports into a Development Zone*.

