



# **POSITIVE COACHING ALLIANCE**

# **THE PCA WAY**

**The Way WE Do Things Here**

## **WE ARE EMOTIONALLY COMMITTED TO ACHIEVING OUR MISSION OF TRANSFORMING THE CULTURE OF YOUTH SPORTS.**

We see this not as a job but as a chance to be an important part of a movement to make the world a better place for children.

## **WE ARE PROFESSIONAL IN ALL THAT WE DO IN SUPPORT OF OUR MISSION.**

We recognize that we cannot achieve our mission unless we create a successful non-profit business to support that mission. We run our non-profit business with care for how we use the resources that donors and customers have given us.

## **WE CONTINUE TO INNOVATE.**

We have a relentless commitment to continuous improvement. We constantly look for better ways to do established things and important new things that can further our mission.

## **WE ARE COMMITTED TO BUILDING AND SUSTAINING AN EQUITABLE AND INCLUSIVE ENVIRONMENT WHERE DIVERSITY IS CELEBRATED AND VALUED.**

We acknowledge, embrace, and celebrate the uniqueness of all persons. Approaching individual identities based on respect and equity allows everyone to be a part of the 'we', and our diversity makes us personally and collectively stronger.

## **WE DEBATE AND COMMIT RATHER THAN SMOOTH AND AVOID.**

We turn over the rocks and look carefully at the problems we face and then we challenge each other, even outside the parameters of our positions, when we think there is a better way or a problem to be fixed. We believe "leadership" is making our teammates better and more productive and we are committed to being leaders, each of us, even when it makes us uncomfortable.

## **WE GO THE EXTRA MILE FOR A PARTNER.**

To achieve our mission, our partners need information and tools they can use with their organizations in a timely manner. When we can't meet their needs, because it falls outside our mission or is beyond our resources at the current time, we clearly say so rather than leave them hanging.

## **WE RECOGNIZE THAT EFFORT AND ENJOYMENT TEND TO GO HAND IN HAND.**

We find ways to enjoy the hard work necessary to do what we are trying to do. We know that life is short and we want to enjoy the journey as well as the destination, and to achieve balance between our work and the rest of our lives.

## **WE FLUSH OUR MISTAKES, LEARN FROM THEM, AND GO ON.**

Because we are doing something that hasn't been done before, we know mistakes are inevitable. When we do something that hurts another, we apologize rather than make excuses.

## **WE FILL EACH OTHER'S EMOTIONAL TANKS.**

We know how daunting the challenge of changing the culture of youth sports can be. We recognize and celebrate our successes with each other. We support each other through disappointments.