

PCA: A Three-Year Plan

YEAR ONE: SETTING THE TABLE

PCA defines culture as “the way WE do things HERE.” The first step towards transforming the culture of any organization is to set expectations. A systems approach that gets leaders, coaches, and parents on the same page will help everyone understand what is expected of them within your organization.

- Hosting a Leadership, Coaching for Winning and Life Lessons and Second-Goal Parent® workshop this first year will make PCA the common language in your organization and introduce everyone to the culture change you’re trying to make.

YEAR TWO: CULTURE TRANSFORMATION

This takes time! PCA workshops are more than just training for coaches and parents; they are part of the culture-setting process. It is not enough to hear the message once or twice. Coaches and parents need to be bombarded with it to combat the power of the larger, win-at-all-cost culture. The more tools and resources you can incorporate throughout the year and your seasons to focus on positive behavior, the better!

- Making the Second-Goal Parent workshop mandatory for all new parents (youngest age division) is a great way to set expectations early and introduce parents to they way WE do things HERE. Over time, it will ensure that all parents in your organization know the PCA Way!

YEAR THREE: MAKE IT SUSTAINABLE

Continuing your PCA initiative year after year sends the message that positive coaching is important to your organization. Like getting the kids equipment, attending PCA workshops will simply be something that parents and coaches do to get ready for their sport season.

- Mandating a Coaching for Winning and Life Lessons workshop every year will ensure that every coach who come through your organization knows that he/she is expected to Honor the Game. Alternating between a Positive Motivation and Culture, Practices and Games as a second workshop every year will allow you to reach your more experienced coaches as well.