

# “Why” & “How” of Mandating Double-Goal Coach® Training

## THE CASE FOR MANDATING DOUBLE-GOAL COACH CERTIFICATION

- **Provide All Athletes with a High-Quality Sports Experience**, where they return year after year. Ensure that every youth athlete in your program experiences the benefits of having a Double-Goal Coach every season.  
The best way to maximize the return on your organization’s investment
- **Maximize Your Return on Your Educational Investment!** The best way to maximize the return on your organization’s investment in coach education is to make sure that all coaches participate. If you do not mandate, you can expect an average of 35% of your coaches will participate.  
Make your investment work for and benefit all members of your community, not just a few.
- **Provide Consistent Coaching Principles and Coaching Philosophy Organization-wide**
- **Help Ensure that Every Coach has the Tools to Successfully ‘Walk the Talk’**
- **To Protect Your Investment (Time & Money) in Skills-and-Drills Training.** In order for your coaches to effectively teach the skills portion of the game they need to know the most effective way to work with youth athletes, and this is the focus of PCA training.
- **High-Quality Standards Attracts Prospective Members to Your Program**

## WAYS TO MAKE MANDATING A REALISTIC, EFFECTIVE & RELATIVELY PAINLESS OPTION

- **Plan Ahead, Manage Coaches’ Expectations from the Beginning:** Get your coach training on the calendar as soon as possible, and publicize that you are mandating Double-Goal Coach certification in all pre-season planning materials!
- **Make it a Double-Feature!** Coordinate your Double-Goal Coach workshop with another very important event, such as the pre-season distribution of uniform/equipment, or roster assignments. After the workshop, proceed with the business at hand. (**Note:** Be explicit that attendance is required at both events; avoid the ‘bait-n-switch’.)
- **Be Prepared to Deal with Some Initial Resistance – It Happens All the Time.** The initial resistance from a few coaches will, over the course of the Double-Goal Coach workshop, give way to these very coaches endorsing PCA tools and new coaching methods. 100% Guaranteed ... It Happens All the Time!

## “Why” & “How” of Mandating Double-Goal Coach Training, continued

- **Anytime, Anywhere Access to Double-Goal Coach Certification:** While the goal is to have all your coaches participate in the highly-interactive, “live” workshops, there will be a handful of coaches who are out of town or simply not able to break away from existing work or family obligations. For these few individuals, the Online Double-Goal Coach Certification course is the solution.