

Wk	Title	Coaches	Captains	Athletes	Parents	Pillar	SEL
		Equips/ Encourages Coaches to...	Challenges Captains to/ with...	Challenges Athletes to/ with...	Equips/ Encourages Parents to...		
1	Higher Standards	Think about what program values are most important and articulate why those values exist.	Defeat distractors with a support system composed of mentors, mentees, and peers.	Use high standards as a guide, and to avoid individuals who would pressure them into abandoning those standards.	Set positive family standards.	Personal Code	Self-Awareness
2	Sacrifice Required	Teach and encourage athletes to have a sacrifice-required mentality.	Set the standard of sacrifice.	The benefits of sacrificing for others even if their teammates don't see the sacrifice.	Teach kids about sacrifice.	Grit	Responsible Decision-Making
3	Most Valuable	Recognize the importance of teaching others-centered communication.	Making the service to others the central focus of their of successful, impactful leadership.	Focus on the team and team goals and to show appreciation for teammates.	Ways to encourage kids to put other's first.	Servant Leadership	Social Awareness
4	Knock Knock	Build doors for opportunity by educating oneself; developing good relationships; and working with integrity.	Finding opportunities through education, relationships, and work ethic.	The fact that access to facilities and items does not equal success; only action can secure success.	Create a lifestyle that promotes building doors for opportunity.	Work Ethic	Self-Management
5	Become Perfect	Not expect athletes to be perfect, but do expect students to learn from their imperfections.	The WISDOM acronym: Write it down, be Intentional, See it from a different perspective, Don't assume you know it all, Opportunity is everywhere, Make gratitude your attitude.	The lesson that through struggle they can find wisdom, gratitude, and strength.	Discuss ways to explain the value of consequences in relation to a "becoming perfect" mindset.	Growth Mindset	Self-Management

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6	Let Go	Control what they can control and let the rest go.	Two types of pride; also teaches how to help teammates shine.	Let go of negatives from the past so they don't hold them back.	Help kids slow down and smell the roses instead of rushing from one big moment to the next.	Goals	Self-Awareness
7	Pretender or Contender	Embrace the process and let it take however long it takes to do things the right way.	Look for ways to improve their weak spots.	An exercise that will help them plan how to become contenders and put that plan into action.	Be contenders at home by always fighting to be better.	Grit	Responsible Decision-Making
8	Stand Tall	Understand that our beliefs impact our body language, which impacts what our athletes believe.	How their belief system impacts their body language, and their leadership.	Understand that body language impacts how others see you, how you see others, and how you see yourself.	Present positive body language during family discussions.	Personal Code	Self-Awareness
9	Impress or Impact	Make character development central to the athletic program.	The concept of servant leadership.	Why it's better to make an impact (better the world) than to impress people (personal reputation).	Reward and celebrate the things parents want to see repeated.	Servant Leadership	Relationship Skills
10	Good Luck	Teach capacity (ability to think) rather merely capability (ability to do as told).	The fact that preparation is more important than luck.	Set SMART goals for the upcoming week, semester, year, etc.	Be intentional about investing in the relationship with the family.	Work Ethic	Responsible Decision-Making
11	Character Vs. Talent	Explain the benefits of good character, which is non-perishable, limitless, and amplifies talent.	Focus on patching character holes in areas like accepting criticism, balancing between pride and humility, and curbing selfishness.	Examples of successful athletes who have chosen to give back to the world.	Teach kids emotional intelligence.	Growth Mindset	Social Awareness

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12	Purposed Pain	Have open conversations about struggle their athletes are experiencing.	Rise above anger and see it as a test of their integrity as leaders.	The reasons pain can be good and even necessary if they can use it to focus forward.	Use open communication and be aware of where our parenting causes pain.	Goals	Self-Awareness
13	Big Question	Help players become compelled through being tough on the content, casting vision for the complicit and committed, and celebrating the compelled.	Encourage a compelled team culture.	Move from where they are to where you want to be (content, complicit, committed, compelled).	Determine where they are each of the four types of teammate in home life.	Personal Code	Responsible Decision-Making
14	Fail Forward	Reframe failure as a learning opportunity.	The knowledge that all leaders fail at times and failure is not the end of everything if they fail forward.	Change their story, state, or strategy to learn from and let go of a mistake.	Reflect on the failures that brought them to where they are today.	Grit	Responsible Decision-Making
15	Expectation Vs. Reality	Observe what they are experiencing and Orient to the reality of their situation.	Have tough conversations with friends and teammates.	Orient their mindset when things aren't going as expected.	Choose between reparations and punishment.	Servant Leadership	Self-Management
16	Step Up	Present athletes with positive (rather than negative) challenges.	Help others become their best and be the standard bearer for the team.	Move from motivation to discipline to habit.	Discover how kids need them to respond when the kids are struggling (or freaking out)	Goals	Responsible Decision-Making
17	Grow Up	Offer praise or other rewards.	Help teammates avoid a childlike mindset.	Techniques for avoiding distractions, discouragement, and disappointment.	Grow together as a family.	Growth Mindset	Self-Awareness

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18	Anger Rights	Assist athletes in managing their anger.	Control their anger with provided techniques.	Ways to cultivate patience.	Techniques for managing anger during disagreements.	Personal Code	Self-Management
19	Demand Excellence	Help athletes become their best.	Become excellent through effort, preparation, and integrity.	Ways to make the most of the time they have.	Teach kids to fail with integrity.	Work Ethic	Responsible Decision-Making
20	Get Uncomfortable	Teach athletes the power of delayed gratification.	Two of the greatest tools at a leader's disposal: Time and Hope.	Avoid giving into distractions by leaning into the discomfort of the thing they don't want to do.	Give the gift of grit and perseverance by not making things too easy for our kids.	Grit	Self-Management
21	Two Chairs	Recognize and stop conflict before it starts.	Four steps to resolve conflict.	Forgiving others when they are angry with them.	Find ways to have better family gatherings.	Servant Leadership	Relationship Skills
22	You Vs. You	Look at what they have, rather than comparing the team to previous seasons	Know where they are starting from to make a plan to get where they want to be.	Compete to achieve their personal best, not to become the best.	Keep our children's achievements in mind rather than focusing on what we wish they will accomplish.	Work Ethic	Self-Awareness
23	Five Star	Be a 5-star coach.	The 5 points of Five Star Character.	The 5 points of Five Star Character.	Make each other better by being together.	Growth Mindset	Responsible Decision-Making
24	All In	Build trust with athletes of the why generation.	Go all in to trust teammates, rather than withholding part of self.	Avoid the "if/then" mindset.	Remain calm during disagreements.	Goals	Relationship Skills
25	Chicken Line	Discover what motivates individual athletes, such as frank conversation, encouragement, or point and release approaches.	Stop comparing themselves to others.	Consider if they are being held back by fear of failure, fear of success, or fear of not knowing what to do next.	Help kids overcome fears through encouragement, perspective, and boundaries.	Personal Code	Self-Awareness

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26	Reset Button	Identify and fulfill the three roles a coach may fall into when athletes fail: cop, coach, or consultant.	Hit the reset button when things aren't right.	How to reset their thoughts, actions, and emotions.	Hit the reset button with family to let go of hurts.	Grit	Responsible Decision-Making
27	Go First	Serve athletes by avoiding disservices such as lowering the bar, being untruthful, or being unprepared.	Reflect on if their leadership and influence is selfless or selfish, positive or negative, and impressive or impactful.	Go first to set an example for others to do what is right, even if no one else follows.	Go first to make a difference in the life of someone else by starting with the little things like smiling at a stranger.	Servant Leadership	Social Awareness
28	Never Given (Always Chosen)	Consider the difference between hard work and unnecessary work.	Learn from, about, and with others.	Recognize signs of entitlement and signs of gratitude.	Let kids work for their successes.	Work Ethic	Self-Management
29	Iron Sharpens	Develop trust in the athletic program between athletes and coaches.	Sharpen their teammates.	Sharpen their teammates and classmates so that everyone benefits.	Explore ways to sharpen each other at home.	Growth Mindset	Relationship Skills
30	Attack Mode	Create an environment that helps athletes be in attack mode.	Help teammates move from hype mode to attack mode.	Believe that their goals are worthwhile, and that anything worth doing is worth doing in attack mode.	Rest with intentionality so that rest refuels them.	Goals	Self-Management
31	Real Deal	Use cost-centered language to help athletes see there is a price for success.	Accept that not everyone will like them or their leadership style but to remain persistent and ask coach for pointers if needed.	Ask themselves about their humility, integrity, and diligence so they can become the real deal.	Assess what makes the family unique and do more of that.	Personal Code	Self-Awareness

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32	Hard Work (Best Work)	Impact their athletes actions.	Simon Sinek's Why-How-What model for leaders.	Tap into their unknown capacity.	Balance between making kids work for things and giving them what parents didn't have growing up.	Work Ethic	Self-Awareness
33	Slow and Steady	Go back to the basics of culture, skills, and bearing.	Charlie Mike (continue mission) when things are hard and to help their teammates do the same.	Value daily hard work more than talent.	Work towards long-term goals a little at a time each day (rather than procrastinating).	Growth Mindset	Responsible Decision-Making
34	Second Chance	Be second chance coaches in their attitude, actions, and accountability.	Give and accept second chances in their role as servant leaders.	Actions they can take to accept second chances even if they feel embarrassed, egotistical, or exposed.	Act to help kids avoid performance-based identity.	Servant Leadership	Relationship Skills
35	Charlie Mike	Explain "Charlie Mike" and the importance of grit.	Focusing on the solution, not the problem because that is how things get fixed.	Four excuses people use as reasons to quit.	Understand what kids see when we quit; when obstacles pop up and we let them get in the way, we're saying the thing they are obstructing is not a priority.	Grit	Self-Management
36	Thunder Vs. Lightning	Keep actions in line with their vision for the athletic program.	Make the most of the summer months where there is no one to hold their hand.	Remain centered on their goals even during the summer months.	The "empty gym" phase of life where parents do not get recognition for their contribution to kids' lives.	Goals	Responsible Decision-Making