

WHY COACH CHARACTER



Character produces results and maintains excellence. Every single issue we deal with today is a character issue—good or bad. In today’s world we hire people for skills and then fire them for character.

Character comes from the Greek word meaning “to Scratch or Engrave”; “the qualities or features that make up and distinguish an individual.”

Behind every Skill you are coaching, there is a Character Quality that will not only develop the skill of the player, but the life of the person.

The bottom line is, sport doesn’t build character. A coach builds character. Are you seizing the opportunity sport provides to develop character in our players?

We need to begin to combine character into our coaching to “scratch or engrave” the qualities needed to improve performance, attitude, and heart.

Coaching this way addresses character and contributions more than prestige, fame, wins and losses. It deals with practice and daily interactions more than

just big games. It allows coaches to “see” the person behind the player.

The word develop is one of my favorite words when it comes to coaching, it means - to bring out the possibilities of; to unfold gradually.

Isn’t that what coaching is really all about, development? Coaching is simple developing those around you. It means developing the “Complete Player” one that is growing in the body, social, mind and spirit areas of their lives.

You have an enormous influence on your players - positive or negative. The way we conduct ourselves and treat our players in the daily routine of practice, game, and life needs to model excellent character.

Coaching Character is having an enduring influence on your players, and reaching them on a deeper, more significant level than you could ever imagine.

May the pressure to win at all cost be surpassed by a passion and purpose to develop the “Complete Player” at all cost.

Become a Character Matters Team!

814.450.6450 • info@coachcharacter.com

www.coachcharacter.com • [twitter@coachcharac7er](https://twitter.com/coachcharac7er)