

## Positive Coaching Alliance:

Since PCA's founding at Stanford University in 1998, more than 1,100 schools and youth sports organizations throughout the US have used its research-based techniques to:

- Prepare youth athletes for success in life
- Emphasize character-education and life lessons through sports
- Become outstanding educational-athletic programs to create a shared vision among organizational leaders, coaches, parents and athletes.

Some JSA club program leaders have personal experience with PCA through sports other than sailing, and Ken Legler, coach of the Tufts University Sailing Team, has promoted PCA to college sailors and coaches.

PCA's programs target the four participants in youth sports:

-Instructors/Coaches: Learn the principles of the Double-Goal Coach, whose first goal is winning, and whose second, more-important goal is teaching life lessons through sports. A Double-Goal Coach:

+Redefines "Winner" through a focus on mastery, rather than a scoreboard orientation, teaching players that a "winner" makes maximum effort, continues to learn and improve, and is not stopped by mistakes or fear of mistakes.

+Fills Players' Emotional Tanks, refusing to motivate through fear, intimidation, or shame.

Recognizing that a player's "Emotional Tank," like the gas tank of a car, must be full in order to go anywhere, the Double-Goal Coach provides a fuel mixed of five specific, truthful praises for every specific, constructive correction.

+Honors the Game by respecting ROOTS (Rules, Opponents, Officials, Teammates, Self)

- Parents: Understand what it means to be a Second-Goal Parent, focused on helping youth athletes take life lessons from sports through these techniques in communicating with your children and their coaches.

- Sailor Athletes: Check out the Triple-Impact Competitor resources for making yourself better, making your team better and making the game better.

- Program Leaders: Help your organization become an outstanding educational-athletic program with the Roadmap to Excellence and other tools.

View details at <http://www.positivecoach.org/> and especially try the tools that include PCA's online training for your instructors/coaches, parents and sailor/athletes <http://www.positivecoach.org/our-tools/>