



## Positive Coaching Alliance

DASC has partnered with the Positive Coaching Alliance (PCA) to deliver on our promise to develop character in youth through soccer. (PCA) is transforming youth sports so sports can transform youth. Through partnership with more than 1,100 youth sports organizations, leagues, schools and cities nationwide, PCA has conducted 6,000-plus workshops for youth sports coaches, parents, organizational leaders and athletes. Youth sports offer a virtual classroom for teaching life lessons, but only if the adults who work with athletes recognize and seize the many teachable moments provided. Research shows that 70% of kids drop out of sports by the age of 13, and if kids don't stay in sports, they won't reap these benefits. Youth athletes coached in a mastery environment have increased self-confidence and a lowered anxiety level. In addition, they achieve more and actually do better on the scoreboard.

### **A New Model of Coaching**

PCA calls coaches Double-Goal Coaches because they have two goals. One goal is to win. Make no mistake: we're not against competition. Competition provides the opportunity for many good things to happen. But a Double-Goal Coach has a second goal: to teach players life lessons—which are ultimately more important than winning.

PCA provides FREE tips and tools for DASC, our coaches, parents and athletes. You can be the leader who brings character education through sports to your community by partnering your school or youth sports organization with Positive Coaching Alliance.

**Youth Sports Coaches:** Our 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. Each Coach is asked to complete the course that DASC and PCA offered. This helps DASC create better coaches with the implantation of online course work and PCA principles.

**Youth Sports 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.

**Athletes:** Check out our Triple-Impact Competitor resources for making yourself better, making your team better and making the game better!

The principles of PCA are in perfect alignment with the ethics of DASC as we strive to honor the sport and all of our participants. We will be disseminating information on the various sessions for the upcoming season(s). It will be important for all to attend one of the workshops, no matter if you are a manager, coach and/or parent. Please stay tuned for more information as the season approached.