BUILD A PERSONAL COACHING PHILOSOPHY IN 5 EASY STEPS



		05	Build Your Coaching Philosophy
	0	4	Choose Your Coaching Behaviours
	03	De	efine Your Coaching Impact
02		lder	ntify Your Core Values
1	[Define	Your Purpose

Why Do You Coach?
What do I hope my athletes remember about me 10 years from now?
What life lessons do I want my athletes to learn through sport?
If winning were off the table, why would I still show up?

Determine Your "Key Drivers" (select 2-3 that reflect your answers from above)

☐ Effort	☐ Joy	☐ Growth

The Qualities You Expect, Model, and Reinforce

Choose 3 words that matter most to you as a coach. Select from the examples or come up with your own.

- Integrity
- Empathy
- Humility
- Courage
- Excellence
- Accountability
- Discipline
- Trust

- Resiliency
- Joy
- Growth Mindset
- Vulnerability
- Teamwork
- Enthusiasm
- Grit

- Purpose
- Authenticity
- Inclusiveness
- Creativity
- Curiosity
- Patience
- Respect
- Leadership

	Core Value	How I Model It	How I Coach It
1			
2			
3			

Who Are You Helping Your Athletes Become?



Some Notes:

- Go beyond performance
- Think about character, life-readiness, legacy

When athletes leave your team, what traits do you hope they carry with them?			
How do you want them to treat others? Face adversity? Lead?			
What kind of people are you trying to develop through your coaching?			

How Will You Live It Out?



How will your athletes experience your purpose, values, and vision day-to-day? Your philosophy turns into habits, tone, and presence.

How do you respond to mistakes?	How do you open/close practices?
How do you hold athletes accountable?	How do you support them when they fall short?
Give 2 ways you intentional	ly create the culture and impact
you described above.	ty or out of the cuttare aria impact

A Personal Mission Statement

1. Refer back to your coaching impact. Write up to three characteristics you want your athletes to leave with.				
2. Refer back to your reflections on culture and environment. What is the most important FEELING you want people to feel.				
3. Write a mantra. One phrase that sticks in your mind and that you can come back to over and over. (e.g., "Progress over perfection.")				
Here is a template for your personal coaching philosophy:				
I coach to help athletes become [answer to 1]				
Guided by [value 1], [value 2], and [value 3], I create an environment where [answer to 2] .				
My mantra: [answer to 3] .				

BUILDING YOU COACHING PHILOSOPHY

Fill in the blanks to create your personal coaching philosophy.

I coach to help athletes become				
Guided by	,	, and	, I create an	
environment w	here			•
My mantra:				



Write down your philosophy and keep it somewhere you will always see it!

Example

I coach to help athletes become hardworking and kind people.

Guided by courage, joy, and empathy, I create an environment where everyone feels seen and loved.

My mantra: Kindness over everything.

