

DON'T HOLD BACK when it comes to character

BECOME A  **CHARACTER MATTERS SCHOOL '15-16**

HARDWORK OBEYANT LOVE DISCERN

HOLD



BACK!

BELIEVE ATTITUDE CONSISTENT KIND

Are you equipping your coaches with exceptional training? Do you have a common character curriculum for your entire athletic department so everyone is on the same page?

YOU CAN NOW!

Our Characters Matters *School Package* empowers ADs and coaches to establish a character culture for their student athletes.

Become a Character Matters School and elevate your character game plan to a whole new level to impact your coaches, teams, school and community.

Our School Package includes:

Character Matters Academy

Equipping coaches to develop character is absolutely critical to coach with a greater purpose and transform the lives of your players. Character Matters will come to your school, train your coaches on the significance of character and walk them through the process on how to coach it.

Character Curriculum

Each of your coaches will receive this outstanding resource to clearly communicate character to their team. It is an easy and effective guide to execute a "Theme of the Week". This 10th anniversary edition, DON'T HOLD BACK, has 12 character qualities to learn, share and integrate.

Coaches Time Out

Coaches will receive practical tips, insights and encouragement online throughout the year.

CELEBRATING 10 YEARS!

For information, scheduling and pricing, contact:

Wade Salem: 814.450.6450

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