

OUR GAME PLAN **Where Sports and Character Collide**

The Character Matters Game Plan is to encourage, equip and empower coaches to intentionally integrate character in their sport. That's where sports and character collide and coaching fulfills its purpose and lives change.

Most coaches know the importance of character but long for a game plan and practical tools to develop it in their players. Remember, sport doesn't develop character, caring coaches do. Until your drills collide with character in practice, we've only scratched the surface.

Our CM Game Plan is a common thread that can be woven throughout an entire program to establish a character culture.

Can you imagine everyone on the same page in staff meetings, team meetings, position meetings, practice, drills, pregame, halftime, postgame, weight room, training room and beyond where defined character qualities are being promoted, recognized and rewarded?

WE CAN! Let's put the Game Plan in place, together.

TRANSFORMATION OR INFORMATION

Does your character program reach practice, drills and competition? Or is it just a "meeting" where the coach isn't involved and disconnected from the sports experience?

If there is a "character talk", do ALL the coaches even know what was shared, so they can fortify the message in practice during the week? We are looking for Transformation, not just information.

If coaches aren't committed to coaching character, we're missing the main ingredient. There must be buy in for character development to be a reality. Remember, the kingdom reflects the character of the king.

Until coaches intentionally integrates character, we fall short. This is a "Process", not a program. Let's put it in place.

YOU MUST EQUIP AND EMPOWER COACHES

Character Matters begins by educating coaches on the significance of character and offers a unique insight and clarity on how to coach it. This training equips coaches to make a positive contribution to their team, school and community. Let's train your coaches.

We produce a new curriculum each year to empower coaches to clearly communicate character to their team. It assists coaches to execute a "Theme of the Week" that is easy and effective to use.

This is the common thread that can be woven everywhere in the program and puts everyone on the same page to establish, strengthen and unify the culture.

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 curriculum gives coaches a character language so they can articulate the change needed in character to improve the skill in their sport. Let's get this vital resource in your coaches hands.

Become a Character Matters Team or School and make sport and character collide. Now that's a Game Plan!