

GAME PLAN

Character Matters encourages, equips and empowers coaches to intentionally integrate character in their sport.

That's where sports and character collide and coaching fulfills its purpose to change lives.

The essence of coaching has more to do with character and contribution than wins and losses. It is measured in strong character and changed lives not trophies, status or statistics. Real success transcends the bottom-line.

Can you imagine a common thread woven throughout an entire program to establish a character culture unlike anything else in the country?

Our Game Plan can help you put everyone on the same page where defined character qualities are being learned, shared, and demonstrated in meetings, practices, games, weight room, training room, and beyond!

Character Matters is designed to help coaches develop a culture to Win the "Inside Scoreboard."

You must get your staff on board to make character development a reality with these three key stages.



Stage 1 Believe in the IMPORTANCE of Character.

Coaches need to be encouraged to move beyond just "saying" character is important and make it a significant part of our program. We are not looking for information, we are looking for Transformation. Remember, sports doesn't develop character, a caring coach does

Stage 2 Begin to be INTENTIONAL to Coach Character.

This is the Great Divide. Most coaches know the importance of character but long for a game plan, along with practical tools to develop character in their players. Character Matters offers that Game Plan! Our Character Matters Academy equips coaches with a unique insight and clarity on how to coach character.

Stage 3 Become INTEGRATED in Coaching Character.

Until our sport and character collide in drills, practice and competition, we've only scratched the surface. Character Matters produces a new curriculum each year to empower coaches to clearly communicate character to their team. This valuable resource helps coaches execute a "Theme of the Week" that is easy and effective to use to strengthen your culture effectively.

Become a Character Matters Team!

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