

**What you get as a Character Matters TEAM**

Sport provides a remarkable setting to influence not only the just player but the person as well. The word Character comes from the Greek root which means to “*scratch or engrave*”, and is defined as, “*the qualities or features that make up and distinguish an individual or group*.” You must seize the opportunity in sports to *engrave* in their student athlete’s character to make them a better player and person.

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 Academy produces a new curriculum each year to empower coaches to clearly communicate character to their team.

**What’s Provided:**

* **Prepared Resource** to implement “*defined*” character qualities for your team to learn, share and demonstrate. Number one thing we hear from coaches is, “It’s already done”.
* **Proven Game Plan** to execute a “*Theme of the Week*” that is easy and effective to use. It has been used with teams for over a decade has an over 90% retention rate.
* **Powerful Culture Builder** to “*Win the Inside Scoreboard*”. It give you a steady, sustainable and systematic way to teach character to your team.

The package include posters, hang-ups, handouts, evaluations, certificates and power points to promote and educate the importance of character.

This can create a common thread that can be woven throughout your entire program in order to strengthen and unify your culture effectively. And by creating a new curriculum each year makes it renewable and puts a continuous process in place to influence your teams.

**Outcomes and Value Added**:

1. A Process to Educate the significance of character.

2. Equips coaches to be Intentional when it comes to character development.

3. Creates a climate in which character is systematically learned, shared and integrated.

4. Produces excellence and accountability in Competition, Classroom and Community.

*“One athlete of character can improve a team.*

*One team of character can change a school.*

*One school of character can transform a community.*

*One coach of character impact the next generation.”*