

## Double-Goal Coach Job Description

**To: All Coaches**

**Date:**

**From:**

**Re: What We Expect of You**

You are the most important person in our organization. You determine the kind of experience our athletes have with sports. We are committed to the principles of Positive Coaching. We expect our coaches to be "Double-Goal Coaches" who want to win and help players learn "life lessons" and positive character traits from sports. The following is what we expect from you during the coming season.

1. Model and teach your players to **Honor the Game**. Teach the elements of ROOTS--Respect for: **R**ules, **O**pponents, **O**fficials, **T**eammates, and one's **S**elf.
  - Appoint a parent to be "Culture Keeper" for the team.
  - Share with your players' parents your desire for them to Honor the Game.
  - Drill Honoring the Game in practice.
  - Seize teachable moments to talk with players about Honoring the Game.
2. Help players **Redefine** what it means to be a "**Winner**" in terms of Mastery, not just the Scoreboard:
  - Teach players the ELM Tree of Mastery (**E**ffort, **L**earning, and bouncing back from **M**istakes).
  - Use a "Team Mistake Ritual" (like "Flushing Mistakes) to help players quickly rebound from mistakes.
  - Reward effort, not just good outcomes. Look to recognize players for unsuccessful effort.
  - Encourage players to set "Effort Goals" that are tied to how hard they try.
  - Use Targeted Symbolic Rewards to reinforce effort and team play.
3. Fill your players' **Emotional Tanks**.
  - Use encouragement and positive reinforcement as your primary method of motivating.
  - Strive to achieve the 5:1 "Magic Ratio" of 5 positive reinforcements to each criticism/correction.
  - Schedule "fun activities" for practices, so players will enjoy our sport.
  - Use the "Buddy System" to teach players to fill each other's Emotional Tanks.
  - Develop "player coaches" by asking for player input and asking rather than telling them what to do
  - Learn to give "Kid-Friendly Criticism" so players will be able to hear it. Criticize in private, "Ask Permission," use the Criticism Sandwich, avoid giving criticism in non-teachable moments.
4. Have **Conversations** during Team Meetings with your players at every practice and every game.
  - Review Honoring the Game, the ELM Tree and the Emotional Tank throughout the season.
  - Remind players about these three concepts before and after every game.
  - Ask questions and encourage players to speak and contribute during team meetings.
  - Use the Winner's Circle after a game to reinforce the positive things players did.

At the end of the season we will survey your players and their parents to give you feedback on how you did at implementing these Positive Coaching principles during the season. We will share the results with you. Thank you for all your time and effort!

**If you have any questions, contact me at [shai@jinjitennis.com](mailto:shai@jinjitennis.com)**