



## From the Director

Every school needs a mission, a vision, and values. Its mission is the organization's indelible purpose and reason for being. Its vision is its aspiration for itself. And its values (transformative principles) are how an organization commits to working — core values of how a company does what it does and the principles it will consistently abide by. But these are never meant to be static.

Your coaching game plan is an important document that must be your athletic department's focal point!

**School Mission:** Continue to know, understand, and get your purpose in front of your coaches and athletes regularly.

**Vision:** This is what you aim to do within your athletic program. The vision should be clear to everyone in your athletic community. The vision can be branded on walls, sent out to your families, voiced regularly in your meetings, and be the center point of your decision making.

**Transformative Principles:** These are only good if they are being lived out! The challenge behind the transformative principles is how you make them come alive so your athletes are inspired to change! These words are more than a placeholder within the game plan; they are to come alive within your teams to transform and impact your community and those in contact.

Keep Leading On!

Darin Keizer

Director of Coaching for Transformation



## Summer Lead Coach Program

Summer is right around the corner! Check out our summer offerings for the Lead Coach program. This session will run from June - August.

### Internal/External Communication

\*Learn how to maximize communication methods with a wide variety of stakeholders in your program and better practices for fundraising, branding, and marketing.

\*Understand how to lead your parents rather than react to them.

\*You will be given tools for better communicating your message to your team.

### Faith Infusion

\*Learn how to infuse your faith more intentionally into your coaching.

\*You will be challenged to be a more transformational coach and be given tools to deepen your players' understanding of following Christ as athletes.

We keep group sizes small so our Lead Coaches can serve you well. Claim a spot soon and reap the benefits of this mentorship opportunity! Sign up [here](#).

---

## Behaviors of Excellent Coaches

*"This framework provided much needed clarity in the ambiguous world of coaching."*

Read about the 3 behavior of excellent coaches to elevate your own level of coaching in our [April blog entry](#).

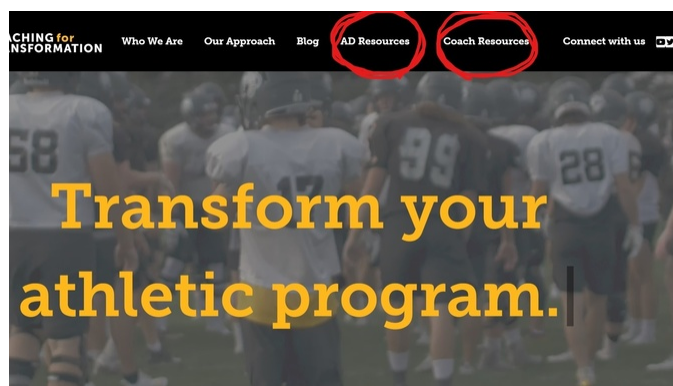
*"What you punish, you might eliminate. What you celebrate, your people will replicate."*

Learn practical, helpful ways to promote your program and the transformation you are working to create in our [May blog entry](#).

---

## Coach/AD Resources

We are continually adding and editing our [resources online](#) to best serve you. Each member school has a username and password to access these resources. Coaches, talk to your AD if you need your school's log in information. If your school needs a password reset or reminder, contact [lindsey.vanschepen@cace.org](mailto:lindsey.vanschepen@cace.org).



Share this email:



[Manage](#) your preferences | [Opt out](#) using TrueRemove™

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

700 7th St NE  
Sioux Center, IA | 51250 US

This email was sent to .

*To continue receiving our emails, add us to your address book.*

[Subscribe](#) to our email list.