

COACH DEVELOPMENT COURSE · MODULE 1

vision, mission & values

Culture is not a poster on a wall. It is what actually happens in your environment: how you respond when a player makes a mistake, what you do when a parent crosses a line, whether your words and your actions match when things are hard. This template helps you define the three foundations of your coaching culture deliberately, not by default.

① HOW TO USE THIS

Complete this on your own first, then use it as the basis for a team culture session with your athletes at the start of the season.

SECTION 1 — VISION

The future you are creating

Your vision is the future you are trying to create for your athletes. Not this season's results, the long-term outcome. What does sport give a child who has been coached well?

PROMPTS

- What do you want your athletes to carry forward from the sport experience — at 19, or 25?
- If a player came back ten years from now to thank you, what would you want them to say?
- What does sport give a child that nothing else can?

Draft your vision statement here · first draft

A strong coaching vision is short enough to say from memory and clear enough to guide a real decision. Now cut it to four words.

Four-word version

What remains tells you what actually matters most to you.

SECTION 2 — MISSION

How you deliver on it

Your mission is how you deliver on your vision every session, every interaction, every decision. It is the day-to-day expression of what you believe sport is for. It should be specific enough that a player or parent could use it to predict how you would handle a situation they have not seen yet.

PROMPTS

- How do you show up differently from a coach who does not share your values?
- What does a typical session look like in your environment versus a poor coaching environment?
- What would a parent see if they watched every session you ran this season?

Draft your mission statement here

SECTION 3 — VALUES

The standards you hold

Values are not qualities you aspire to, they are standards you hold yourself and your athletes to. The test of a value: when it is hard to live up to, do you still do it? Name three to five values. Define each one by what it looks like in your environment, not what it means philosophically, but what it looks like when someone is living it.

Value	In one sentence — what does it mean?	What does it look like when an athlete is living it?

SECTION 4 — GOAL GETTING

From values to behaviour

There is a meaningful difference between goal setting and goal getting. For each value you have named, identify one specific coaching behaviour that expresses that value in practice. Not a philosophy, a behaviour. Something observable. Something someone watching your session could point to.

Value	Observable coaching behaviour	How will you hold yourself accountable?

SECTION 5 — TEAM CULTURE SESSION GUIDE

Build shared values together

Use this guide to run a culture-setting session with your athletes at the start of the season. The goal is not to hand them your values, it is to build shared values together. Culture that athletes co-create is culture they protect.

1

Open · 5 min

Share your vision in one sentence. Explain why you coach. Keep it honest and brief. This is not a speech, it is an invitation.

2

Ask · 10 min

Put athletes in pairs or threes. Ask: 'What makes a team environment you actually want to be part of?' Give them 5 minutes to talk. Then collect one word per group on a whiteboard or flipchart.

3

Build · 10 min

Group the words into themes. Name the themes together. These become the team's values, in their language, not yours. Write them where the whole group can see them.

4

Define · 10 min

For each value: ask 'what does this look like in a session?' and 'what does breaking this look like?' The contrast between the two is where real understanding lives.

5

Commit · 5 min

Each athlete writes their name next to the values. This is not a legal document, it is a signal that they are choosing this environment, not just attending it.

AFTER THE SESSION

- Write the team values somewhere permanent — on the wall, in ADAM, in the team group.
- Return to them at mid-season. Ask: are we living these? What needs to change?
- Reference them when you hold an expectation or address a behaviour. 'We said we value X. What happened there?'

 REFLECTION

Return to these questions at mid-season and end of season.

- 1** Name one value you stated at the start of the season. Describe a specific moment where you lived it under pressure, and a moment where you did not.

- 2** What is one thing your athletes would say your culture actually rewards? Does that match what you said you valued?

- 3** What would you change about your VMV going into next season?

"Walk your talk. The coach whose values are visible in every session does not need to tell athletes what they stand for. The athletes already know."