



**Champions of Character - Five Core Values  
Coaches Checklist  
Self – Team – Profession – School – Conference - NAIA**

**NAIA Coaches demonstrate *RESPECT***

**Honor the profession** – a sacred trust

- Modeling ethical and moral conduct
- Honor character with your speaking
- Display humility in victory and graciousness in defeat

**How you deal with mistakes**

- Communicate value
- Love the game and the players
- Create a climate where growth and change can occur

**Commitment**

- Entrust your mental, physical and spiritual energies to the profession
- Be devoted to the Champions of Character Five Core Values
- Demonstrate work ethic - time, energy, preparation and knowledge

**NAIA Coaches demonstrate *RESPONSIBILITY***

**Leadership**

- Establish a clear vision for your teams and plant it into your athletes
- Establish and hold athletes accountable for high expectations of effort and behavior
- Extend the Champions of Character into your community – youth coaches and participants – summer camps
- Extend your influence to enhance the sportsmanship of everyone involved in the contest (players, guests, fans, officials, cheerleaders, boosters and administrators)
- Assume responsibility for own mistakes – looks at self first – make no excuses
- Demonstrate self-discipline – model during games and practices

**Teach Character**

- Sincerely care about the lives and character of your athletes
- Develop a coaching philosophy that includes the five core values
- Incorporate lessons of character in your practices and contests
- Reward character and sportsmanship as well as ability

**Competence**

- Be a master teacher of the game
- Demonstrate knowledge of game, teaching motor skills, preparation and team building
- Be acquainted with all the rules governing your sport
- Be an accountable, motivated worker
- Make continuing education and personal growth a priority

**Hold Athletes Responsible**

- Academic progress toward graduation – recruit, retain and graduate athletes
- Confront behavior when it is not acceptable – set and follow through on behavioral expectations
- Maintain positive discipline – create positive behavior patterns and changes



### **NAIA Coaches demonstrate *INTEGRITY***

- Motives unquestioned
- Consistency in all situations – fulfill expectations with appropriate action
- Build character and lead with character – demonstrate the core covenants of team and institutions
- Preserve the integrity of your individual sport and profession
- Determine what you will compromise and what you will never compromise

### **NAIA Coaches demonstrate *SERVANT LEADERSHIP***

#### **Leadership style check**

- Be a trust builder- Mutual trust – develop firm reliance
- Be a confidence builder
- Approachable – Listener
- Team player within the department and school
- Maintain a positive attitude, a hopeful, supportive, encouraging outlook
- Empower others

#### **Generosity**

- Do more than what is required by your profession
- Be a welcoming host
- Display common courtesy, politeness and consideration
- Develop a feeling of camaraderie with all opponents and officials

### **NAIA Coaches demonstrate *SPORTSMANSHIP***

#### **Teach sportsmanship**

- Teach and rehearse sportsmanship situations and expectations
- Follow through with sportsmanship expectations (individual, team, school, conference, NAIA)
- Reinforce good sportsmanship decisions

#### **Model correct behavior** – being a role model is the most powerful form of education

- Support the game officials
- Accept decisions of contest officials
- Follow the rules of the sport during the progress of the contest
- Act correctly when others do not
- Have fun - enjoy the profession, the people and let it show

Good coaches are positive – Great coaches have a positive passion

Good coaches have strong beliefs – Great coaches are believed

Good coaches understand the game – Great coaches understand the game and their athletes and how to teach both

Good coaches talk about their expectations – Great coaches have athletes who meet their expectations