Positive Coaching Scotland

Transforming Scottish youth sport so sport can transform Scotland’s youth.

Putting sport first

sportscotland
the national agency for sport
Welcome to Positive Coaching Scotland

THROUGH SPORT, YOUNG PEOPLE CAN LEARN VALUABLE LIFE LESSONS.

That is why sportscotland – the national agency for sport – is leading the national implementation of the Positive Coaching Scotland (PCS) programme. This is a cultural change programme designed to create a positive environment for young people in sport. PCS focuses on using sport to help and support children’s learning and the development of their life skills.

Delivered in partnership with Winning Scotland Foundation along with our local and national partners, the Positive Coaching Scotland programme will:

• Empower parents, coaches, teachers and sport leaders to help create a more positive sporting environment for young people
• Support young people, along with their coaches, parents and teachers, to move away from the ‘win at all costs’ mentality and focus instead on effort, respect and responsibility
• Use workshops and tailored support materials to encourage this change in approach and so inspire young people to reach their maximum potential
• Improve the quality of coaching through systematic training and development
• Help educate young people about winning, losing and cooperation, while at the same time encouraging them to learn and develop new skills.

Winning in life and in sport is achieved through effort!

Louise Martin, CBE
Chair of sportscotland
What is Positive Coaching Scotland?

Positive Coaching Scotland (PCS) is based on a highly successful US model which was developed at Stanford University in 1998 to combat escalating health and social problems.

Since then, it has been used by over 1,100 sports organisations, has influenced over four million young people, and is helping to create a positive sporting culture in the United States of America. In Scotland, a pilot of the programme has already been rolled out across several local authority areas and Scottish governing bodies of sport.

PCS creates a positive environment in youth sport which focuses on encouraging effort and learning, improving performance and fostering competition. This combination helps young people deal positively with mistakes.

PCS offers a visionary new approach – a practical alternative to the ‘win at all costs’ mentality and a timely response to the challenges facing youth sport. It provides the tools and framework for a positive sporting experience that can also be character-building.

Who does Positive Coaching Scotland involve?

By involving the whole community – sport leaders, coaches, parents and teachers – PCS can encourage a cultural shift in sport in Scotland, thereby inspiring young people to reach their potential. It sets a new standard for all the key influencers in a young person’s life.
What are the values of Positive Coaching Scotland?

**Double Goal Coach**
The cornerstone of the Positive Coaching Scotland strategy is the Double Goal Coach ethos. It is important that all of the key influencers in a young person’s life adopt the values of a Double Goal Coach.

1. The first goal is winning:
   - Learning to compete effectively
   - Wanting to win, not at all costs, but through concerted effort.

2. The second, more important, goal is teaching young people vital, character-building life skills through sport that will equip them for the future. Skills like:
   - Leadership
   - Handling adversity
   - Teamwork
   - Persistence
   - Compassion

These skills mirror the aims of Scottish education’s *Curriculum for Excellence*. The Double Goal Coach can use three key principles, illustrated below, to achieve the goals and teach the life skills outlined above.
Three key principles

There are three key principles at the heart of Positive Coaching Scotland. These are critical factors in becoming an effective Double Goal Coach and ensuring that young people gain life skills which they can use in and out of sport:

1. **Honour our sport (ROOTS)**
   It is crucial to teach young people how to honour their sport and teach respect for rules, opponents, officials, teammates, and self.

2. **Redefine ‘winner’ (ELM)**
   We want young people to see beyond the scoreboard when taking part in their sport. True winning comes from giving your best possible **effort**, continually improving by **learning** every time you play, and maximising your potential by not being afraid to make **mistakes** and getting better by learning from them.

3. **Fill the emotional tank (E-TANK)**
   Young people need to feel appreciated no matter what their ability within their chosen sport. As a Double Goal Coach it is crucial to fill the E-Tanks of young people by ensuring we **encourage**, **teach**, **appreciate**, provide **non-verbal support** and know how to **praise**.

To find out more about PCS, or to look at ways to fill a young person’s emotional tank, please visit the website at **www.sportscotland.org.uk/pcs**.
What can we do as leaders?

WE CAN INSPIRE AND SHOW THE WAY!

Whatever kind of organisation you lead, you are responsible for shaping the culture within it; you decide ‘how we do things here’.

Sometimes there’s only a focus on winning the game, match, or competition and this approach is at the expense of the social, emotional and skill development of young people.

Building the character and developing the life skills of young people is more important and will bring you and your club more success inside and outside the sporting arena.

PCS can provide you with a positive coaching framework, built upon the three key principles of:

- honour our sport
- redefine ‘winner’
- fill the emotional tank.

These principles will enable you to establish a shared vision and positive coaching culture within your club.

By working in partnership with parents and coaches, PCS can help enhance the skill and learning of all members to create a club committed to excellence and to championing the PCS culture.
Positive Coaching Scotland aims to:

- Assist in the process of establishing a shared vision for a positive sporting environment
- Provide sport leaders with a process for developing and sustaining cultural change
- Support sport leaders by delivering a series of educational workshops to coaches and parents.

PCS will support you with a series of tools delivered via live workshops, a website www.sportscotland.org.uk/pcs and supporting material. This has been specially designed to help all the key influencers within your club embrace the same cultural ethos and create a common language.
WE CAN COACH THE PCS WAY!

Double Goal Coaches reject the traditional scoreboard definition of winning because it is only concerned with the final result. This method divides young people into ‘winners’ and ‘losers’ and takes no consideration of the effort made during practice or the game.

Research proves this is the main reason why many young people fail to learn technique in those early years and ultimately drop out of sport.

A Double Goal Coach takes a much broader view, without sacrificing competitiveness. We believe that participation means:

- making the maximum effort
- being determined to learn and improve
- even if it means making mistakes, recovering and progressing.

We call this the ‘ELM tree of mastery coaching’.

PCS will provide you with a unique range of tools for use in training and competition that will enable you to coach school-aged children in such a way that they will learn more, try harder and stay in sport. They’ll enjoy the journey!
Positive Coaching Scotland aims to:

- Encourage every coach to become a Double Goal Coach. The first goal is winning. The second, more important goal is teaching young people life lessons through sport.

- Use practical tools to develop a positive coaching culture based on the principle of redefining ‘winner’. With PCS, the coaching focus is on increased effort, learning technique and handling mistakes better – the core elements of mastery coaching (ELM).

- Teach coaches the value of PCS methodology and equip them with the tools for developing self-esteem and self-confidence in young sports participants.

PCS will challenge you to stop and think about your underlying principles. Live workshops, a website [www.sportscotland.org.uk/pcs](http://www.sportscotland.org.uk/pcs) and supporting material will help you to learn new skills and basic techniques to communicate a positive environment at all times.
What can we do as parents?

WE CAN ENCOURAGE OUR CHILDREN!

We’re inviting you to play your part by encouraging your child to participate in sport and physical activity.

Sport has the very real potential to help prepare your son or daughter for life. PCS believes that there is no better way of teaching our children vital character-building life lessons – that’s why it’s so important that we all try harder to help our children stay in sport.

Sport will teach children how to:

• build self-confidence
• stay fit and healthy
• develop discipline
• set targets
• become team players
• cope with failure and bounce back
• handle criticism.

In short, it will prepare them for life.

Sometimes we see parents and coaches shouting at officials from the sideline. There’s also pressure on young people to compete every week and win at all costs. This can lead to many young people dropping out of sport.

Through live workshops, PCS will give information and support to help you reinforce the important messages and understand what your child really wants and needs from sport.

As parents, we must learn to take a step back. We need to let coaches coach and let our children enjoy the positive experience they deserve from sport.
Positive Coaching Scotland aims to:

- Alert parents to the true value of sport for their child and help them to understand the various stages of sports training and development
- Encourage children’s ‘can do, will do’ attitude – so that they try harder in everything they do
- Encourage parents to show unconditional support and encouragement to their child in their sporting activities.

Our website [www.sportscotland.org.uk/pcs](http://www.sportscotland.org.uk/pcs) offers practical tools, information, feedback and news about PCS. As a parent, it’s up to you to use these tools and in turn become part of a cultural change!
What can we do as teachers?

WE CAN PREPARE CHILDREN FOR THE FUTURE!

The PCS model is based on years of educational psychology and research. Its principles are delivered via live workshops, support material and the website www.sportscotland.org.uk/pcs.

PCS recognises that teachers are vital influencers in the lives of all young people. And the school community can ensure that effort and learning are at the core of a child’s sporting, as well as educational experience.

As such, we’re inviting you to play your part by fostering positive lifelong attitudes towards sport and physical activity.

The PCS programme is aligned to the aims of Curriculum for Excellence in particular the Health and Wellbeing outcomes of promoting self confidence, positive attitudes, emotional, social and physical development.

The Double Goal Coach philosophy with its three key principles of honour our sport, redefine ‘winner’ and fill the emotional tank will help you ensure that young people develop the knowledge and skills necessary to be good global citizens.

With live workshops, a website www.sportscotland.org.uk/pcs and supporting material, PCS will help you to inspire young people to be the best they can be – in sport, and in life.
Positive Coaching Scotland aims to:

- Inspire young people to be the best they can be in sport and life
- Promote the true value of sport whilst supporting the aims of the Curriculum for Excellence
- Reinforce these key messages by promoting Positive Coaching Scotland to the key influencers in a child’s sporting life – parents, teachers, coaches and sport leaders.
Where to go to find out more

Positive Coaching Scotland is delivered by sportscotland – the national agency for sport – in partnership with Winning Scotland Foundation and Scottish local authority partners.

For more information about sportscotland and PCS please visit the website at www.sportscotland.org.uk/pcs. Here you will find support tools, tips for delivering PCS to our young people and practical examples of how PCS can support teaching and coaching.

And, just to recap...

PCS can help educate young people about winning, losing and cooperation, while at the same time encouraging them to learn and develop life skills which can equip them for the future. You can help us to achieve this by finding out more about PCS and applying the techniques and principles to your own involvement – as sport leader, coach, parent or teacher – with young people in sport.

If you need any further information please contact us on 0141 534 6500 or send us an email at pcs@sportscotland.org.uk
sportscotland – what we do

We are the lead agency for the development of sport in Scotland.

We passionately believe in the benefits of sport and the unique contribution it makes to Scotland’s economy, health and identity. We see a Scotland where sport and physical activity is a daily part of everyone’s life and where Scotland consistently wins on the world stage.

Our aim is to increase participation, improve performance and achieve success by investing in and joining up the people, places and thinking that make sport happen.
Our Partners

PCS is delivered by sportscotland – the national agency for sport.
www.sportscotland.org.uk/pcs

In partnership with:
WINNING SCOTLAND FOUNDATION
www.winningscotlandfoundation.org

POSITIVE COACHING ALLIANCE (PCA)
www.positivecoach.org

Our Founding Funder:

Wood Family Trust

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