

CHAMPIONS 101

SPORTS PERFORMANCE AND LEADERSHIP DEVELOPMENT PROGRAM

At Champions 101, our mission is to help you...

***clarify your purpose and values.** Create alignment on why exactly you and your people are here, what you're pursuing, and what you've chosen to make important in this athletic experience – for coaches, parents, and athletes alike.

***strengthen your culture.** Culture is defined by the collective behavior of the people in your organization, but it's created and sustained one stakeholder – one coach, one athlete, and one parent – at a time. Improving your culture requires improving your people. When you provide every individual with the resources they need to become his or her best, you create a culture filled with people worthy of winning – on the playing field & beyond.

***create a clear, cohesive, and consistent vision for the kind of people you are trying to become.** We all want to be champions, but what does a champion look like? What do champions do? And how can your people – in whatever role they play – take the steps required to become one for themselves? These are questions the people in your program need to be asking, and questions the training system can help them answer.

***provide opportunities for your stakeholders to learn, grow, and improve where it matters most.** The truth is, champions in any area of life aren't born, they're built. As a coach or an administrator, finding the time, energy, and resources to do that important building work is important, but it isn't easy. Champions 101 can help.

***use the game to fulfill a deeper purpose: to build and become champions for life.** Those of us who've committed our lives to education-based athletics recognize that playing the game is about more than just the score on a scoreboard. It's also about using this experience to teach our kids some valuable lessons and cultivate in them some valuable skills they can use to find real, authentic success in life - long after their playing days are done.

The Champions 101 Virtual Training System is a library of online courses and additional resources designed to help your people do what champions do. Scan the QR code or enter the URL below to create your account and get started!

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<https://bit.ly/3xJXMVq>