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Welcome:. We at FCA believe in the power, privilege and position of the person called “Coach.”

(if time, share an engaging story about the impact of a coach in your life or someone close to you)

It is our desire for this time to be an investment in what you’re already invested in: your team and your coaching. That’s the purpose of today.

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Faith based promo video: 4:10

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Share this Impact statement either just as it is or setting it up with our “Urban Legend story” that a young man was thinking about going into the ministry but he loved coaching. He went to see a spiritual mentor to get some advice.

The spiritual mentor listened to him as he wrestled through these to different paths. The mentor said, “Young man, one coach will impact more lives in a year than the average person does in a lifetime. That mentor was Rev. Billy Graham.

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Explain how FCA seeks to coach the coaches through:

- **Huddles**—A certified coaches bible study.
- **Events**—FCA coaches ministry events are a wide variety of short-term gatherings designed by FCA staff to equip and encourage coaches to grow in Christ.
- **Training**—Our Coaches Ministry training framework is 3Dimensional Coaching Strategy. We have increased the capacity for staff to provide excellent 3Dimensional Coaching training in their areas through training websites, training opportunities & a training kit.
- **Resources**—We have a variety of print and digital resources to help coaches grow spiritually and as a coach.

Make sure to emphasize that FCA **uses** 3Dimensional Coaching to train coaches because of an alignment of core values and philosophy and has developed a faith-based version of the content, but make sure they know that there is a clear distinction between FCA and 3Dimensional Coaching.

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We are impacting lives. It is the desire of FCA to see that impact used for the greatest good: For eternal meaning and purpose. But before that influence can come through coaches and athletes it needs to take deep root and grow in coaches and athletes. You cannot impart what you don't possess. Or as we are fond of saying: You dare not be a tour guide to a land you haven't been to." It's your journey first that matters most.

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Because of our love affair with sport in our society sport has now become the largest discretionary activity we participate in as a culture. Think about it. It's the number 1 thing we read about on the internet, newspapers. The ESPN Network has a larger viewership than all of the other cable news stations...combined. We spend more time going to and from sporting events than anything else in the culture. When it comes to the things we have a choice in there is nothing our

culture does more than sports. The only thing bigger is going to school and that's mandated by law.

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Because of the unprecedented power, privilege and position of Coach the 2 most powerful words many kids will ever hear ARE:

Coach says.

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Power can be used for good or ill; to help or to harm. Great power requires great character for that to be a blessing and not a curse. For a coach to use their power of influence for good, they must know their purpose.

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COACH:
[KOHCH] NOUN



A COVERED CARRIAGE THAT TAKES
A PERSON OF IMPORTANCE FROM
WHERE THEY ARE TO WHERE THEY
WANT TO OR NEED TO GO. (From the 1500's)

Define "Coach" (write down/share . Most of the time you will get One-word answers which are good and need to be affirmed. You can say,)"Those are great descriptors , let me give you a really good definition, the oldest definition.....Isn't that a great definition? That's what you do. You take people of importance, our kids, from where they are to where they need to go. Begs a couple questions: .

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H:
NOUN



Where are they? 

Where are you taking them? 

Where are they/where are we picking them up?

Where are we taking them?

You need to be clear on your destination. Your purpose and plan for the journey. Enter 3Dimensional Coaching.

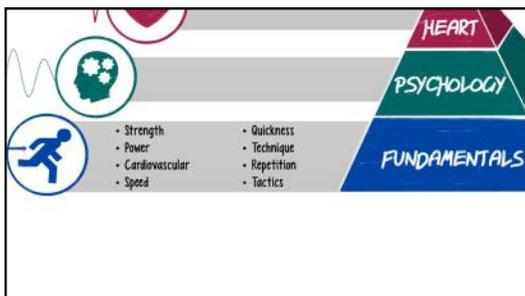
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In FCA, we use the 3Dimensional Coaching strategy to train coaches because we want to see athletes flourish in all dimensions of their being: their body, mind AND spirit.

Let's look at each level.

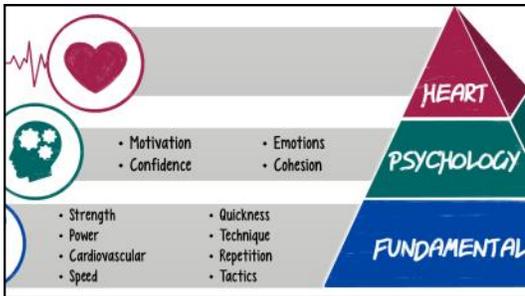
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We recognize this is foundational to a sport. You have to be good at this. Really good level 1 coaches can win championships at this level. They can also do a lot of damage along the way if these are all they coach. When the focus is ALL about level 1, the purpose of sport becomes primarily about WINNING, and coaches tend to be transactional with how they relate to kids. We desire that coaches be intentionally transformational.

Dr. Duke's research along with personal experience confirms to us that somewhere between 75—85% of coaches are Level 1 coaches only. Meaning that if you went to their practice for a week, a month, a season and charted everything they intentionally do, it would fall into one of these categories

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2nd Dimension: (room to expound on one or all of these)

All coaches recognize these are important. Do they have a strategy, do they intentionally coach these?

Motivation: Do you have athletes who will seemingly quit on you in a heartbeat? How do you motivate Today's athlete to commit to a long-term process in a culture that values immediate gratification?

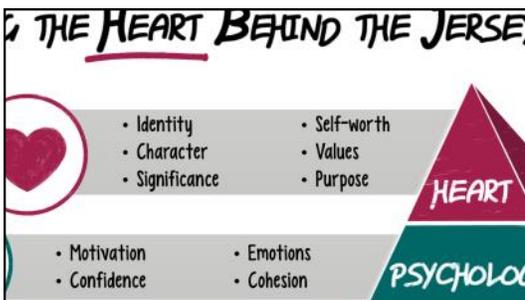
Confidence: Do you have athletes who shrink back when the game is on the line? How do you help athletes gain/regain confidence in a culture obsessed with publicizing failures

Emotions: Do you have athletes whose emotions get in the way of peak performance? How do you harness the power of passion and emotion in sport to enhance and not hinder athletic ability.

Team Cohesion: Do you have athletes who struggle to buy into the team concept? How do you make a team "we" in a culture that constantly send the message that it's all about "me"?

Only 10 to a maximum of 20% of coaches are 2nd dimension coaches.

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We know the sport environment is effecting these things, but are you intentionally coaching these attributes? (Expand however you would like. I.e. 1) We want to help coaches and athletes find their identity in Christ, not in sport. 2) Hahm-Beller & Josephson Institute research that shows that sports erodes moral character. From Dr. Duke's research and personal experience only about 5-10% of coaches are Level 3)

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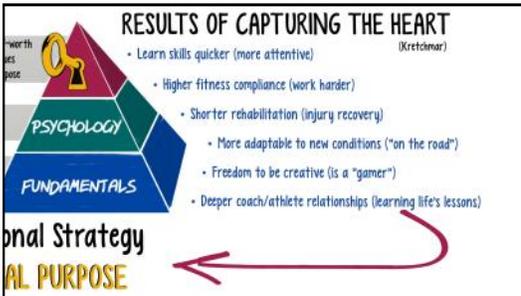
Level 1 is specific. Each sport training is unique

Level 2 is general. If you can coach one of these attributes in one sport it generally crosses over to another

Level 3 is universal. It applies in sport and out.

What can happen if you develop a strategy to coach all these levels?

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If you get the right key, the one that unlocks the heart, you will find a trove of hidden treasures in every kid that happens to. These things we know you'll find:

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We have 3 questions for you as we wrap up:

1. (Read question) A statement like this serves as a compass, a filter for every decision you make as a coach
2. (Read question) A strategy for coaching the whole athlete to fulfill your purpose. A strategy for confidence and motivation. A strategy for value and purpose that fights the sports world's idolatry? A strategy that values what we become (process) above what we achieve (outcomes)?

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3. (Read question) Your legacy. Your accomplishments are what's left behind. Legacy is sent on ahead. Meaningful life is defined by two things: Relationships and a cause. The ability to love and be loved and a transcendent cause that you've given yourself to. That's why sports can be so powerful: Sport is life condensed. It has a beginning and an end. It is filled with relationships and a cause. See questions 1 and 2. FCA and 3Dimensional Coaching want to help you

and all coaches get clarity on your Christ-informed transformational purpose and the develop a 3dimensional strategy to fulfill that transformational purpose.

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Now you'll hear from Dr. Jeff Duke. Dr. Duke teaches at the University of Central Florida and has served as FCA's Coaches Ministry Director. He's spent the greater part of the last 2 decades studying you, the coach. 3Dimensional Coaching is built on the foundation of this research. In this short video, you will hear some options about how you can connect with the 3Dimensional Coaching content.

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Feedback video: 2:40

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If I've done my job, I've left you wanting...wanting more. I now give you a couple minutes to respond to the feedback survey to let us know if that's the case.

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We end as we started: We want to invest in what you're already invested in: your team and your coaching. Thanks for your time with us today that makes that possible.
