



BETTER ATHLETES
BETTER PEOPLE

About Positive Coaching Alliance

Positive Coaching Alliance (PCA) develops **BETTER ATHLETES, BETTER PEOPLE** through resources for youth and high school sports coaches, parents, leaders and student-athletes. In addition to hundreds of free audio-video and printable tips and tools at PCADevZone.org, PCA has partnered with roughly 3,000 schools and youth sports organizations nationwide to deliver live group workshops, online courses and books by PCA Founder Jim Thompson that help those involved in youth and high school sports create a Development Zone™ culture.

PCA workshops and courses, which have reached more than 7.5 million youth through 2014, strive to transform high school and youth sports into a Development Zone, where the goal is to develop Better Athletes, Better People and the following become the prevailing models in youth and high school sports:

The **Double-Goal Coach®**, who strives to win while also pursuing the more important goal of teaching life lessons through sports

The **Second-Goal Parent®**, who concentrates on life lessons, while letting coaches and athletes focus on competing

The **Triple-Impact Competitor®**, who strives to impact sport on three levels by improving oneself, teammates and the game as a whole.

PCA gains support from a National Advisory Board, including National Spokesperson and 11-time NBA Champion Coach Phil Jackson, and many other top coaches, athletes, organization leaders and academics who share PCA's mission.



 [Facebook.com/PositiveCoachingAlliance](https://www.facebook.com/PositiveCoachingAlliance) •  [@PositiveCoachUS](https://twitter.com/PositiveCoachUS)

For Resources, visit: www.PCADevZone.org
For more information on Positive Coaching Alliance, visit: www.PositiveCoach.org