

# Northwest United FC

## COACHING STANDARDS

Each NWUnited Coach will-

### *Approach to Coaching Youth Soccer*

1. Be aware that he or she is likely to have a significant influence on the personal and athletic development of the player and place the highest value on instilling high ideals of character.
2. Strive to set an example of high ethical and moral conduct.
3. Understand and apply the components of good sportsmanship and ethics appropriate to the sport.

### *Personal Behavior*

4. Avoid the use of alcohol and tobacco products when in contact with players.
5. Under no circumstances use language or behaviors that might be construed as being sexually suggestive or provocative or of a sexual nature.
6. Refrain from using profanity--and not allow profanity to be used by players or parents--while participating in or attending any NWUnited activity.
7. When away from the team, avoid behaviors which compromise the public's perception of the Club or sport.

### *Treatment of Players*

8. Take serious account of the fact that he or she is a youth coach and use techniques, language, and behaviors that are appropriate to the age.
9. Know and apply the rules and policies related to the safety and welfare of athletes during all practices and competition.
10. Recognize the physical and motor limitations of athletes common to the age and skill level being coached and adjust expectations accordingly.
11. Assess athlete success primarily in terms of learning skills, enhancing an understanding of the game and the desire to compete at a high level
12. Recognize that each athlete is unique and treat them accordingly.
13. Provide positive encouragement to all athletes on a regular basis; Enhance each athlete's self-esteem by such methods as showing acceptance, reacting positively to mistakes and giving encouragement.
14. Develop positive social behaviors in athletes by acknowledging acts of sportsmanship, encouraging respect for teammates and opponents, and respecting effort and improvement.

### *At Matches*

15. Avoid conduct which will inappropriately incite players or spectators against the officials or opposing players.
16. Place the emotional and physical well being of players ahead of any personal desire to win.
17. Not seek an advantage by circumvention of the spirit or letter of the rules.
18. Be positive and courteous when dealing with others (athletes, officials, opponents, and spectators), in particular in stressful situations. Recognize the effect coach behavior may have on athletes, officials, and spectators and strive to be a role model for others.