



CLUB EXCELLENCE PROGRAM GUIDE



OVERVIEW

The Club Excellence Program is a unique 9-month learning experience available to select USA Archery clubs and their coaching staff. The program is structured and appropriate for club leaders and associated coaches wanting to elevate the status of their club and develop athletes to be nationally and internationally competitive. This program is also ideal for Instructors and Coaches looking to prepare for the Level 3-NTS Coach Course and/or Level 4-NTS Coach Course and developing Level 4-NTS Coaches.



PROGRAM OBJECTIVES

This program strives to meet the following objectives:

- Promote and develop sustainable and well-organized clubs with defined team cultures and high organizational standards, focused on athlete development, coach development and competitive excellence.
- Provide information for club coaches to model training practices similar to national programs such as USA Archery's Regional Elite Development Program and the Resident Athlete Program to produce maximum athlete performance.
- Promote the use of the Athlete Development Model and high-performance best practices to produce well-rounded athletes who are nationally and internationally competitive.
- Develop clubs, coaches and athletes through the USA Archery's Club, Coach and Athlete Competencies under the mentorship of USA Archery (See Appendix A).

CLUB EXCELLENCE PROGRAM ELIGIBILITY REQUIREMENTS

Club eligibility, athlete eligibility, time and performance requirements for participants in the Club Excellence Program are provided below:

1. **USA Archery Club Membership** - Participating clubs must have a current club membership and be in good standing with USA Archery at the time of application.
2. **Coach Requirements** - Clubs may nominate up to two coaches to the program to represent their club. All participating coaches must also sign and abide by the USA Archery Code of Conduct, Code of Ethics and High-Performance Ethos. Coaches from the elected clubs will be required to complete the Coach Self-Assessment Survey and be willing to further develop within the USA Archery Coach Competencies.
3. Participating clubs must agree to develop within USA Archery's Club, Athlete and Coach Competencies (See Appendix A).



PROGRAM SYLLABUS

Prior to the beginning of the program selected clubs will receive information on the Club, Coach and Athlete Competencies and be asked to evaluate their operational standards in relation to the competencies. Thereafter, monthly training sessions will be provided via webinars for use in practical application within a club setting. Clubs will also evaluate their progress post-program. The tentative schedule for the program is:

Month 1	<i>Quality Coaching Development and Webinar</i>
Month 2	<i>Pedagogy and Feedback Webinar</i>
Month 3	<i>Developing and Creating a High-Performance Culture Webinar</i>
Month 4	<i>Improving Communication Webinar</i>
Month 5	<i>Archery Specific Information and NTS Webinar</i>
Month 6	<i>Athlete Development Webinar</i>
Month 7	<i>Practice and Training Plan Development Webinar</i>
Month 8	<i>Club Marketing and Promotion</i>
Month 9	<i>Review and Graduation</i>

PROGRAM BENEFITS

Participants in the Club Excellence Program will receive:

- Eight Virtual Coach and Club Development sessions
- Information on how to train and develop athletes through best practices utilized in USA Archery High-Performance Programs
- Guidance and information to develop the club, coaches and athletes within the USA Archery's Club, Coach and Athlete Competencies
- Up to two coaches or club leaders will receive a 10% discount on USA Archery Coach Observer Programs, the National Symposium, and the Level 4-NTS Coach Course within the year of their participation in the Club Excellence Program
- Clubs will also receive a banner for their Club's participation in the Club Excellence Program with the year and club excellence program logo
- Year-to-year program alumni will receive updated information and have opportunities to share with current coaches enrolled in the program.

PROGRAM SELECTION

Annually, USA Archery will review applications and select at least six clubs (JOAD or Adult) and at least six Collegiate Archery Program Clubs for inclusion in the program. Applicants will be selected based on the following criteria:

- Current level of participation in USA Archery events as a club and coach
- Potential and impact of the club's development as a high-performance program
- Willingness of coach and club to learn and grow and develop as a high-performance club as expressed in the written essay in the application

COST

Accepted applicants will pay a \$250 non-refundable fee to participate in the program.

APPLICATION PROCESS

Applications will be due to USA Archery by February 24th of each year and can be completed [here](#). For more information please contact gkrueger@usarchery.org.



APPENDIX A

USA ARCHERY CLUB COMPETENCIES

The USA Archery Club Competencies are the foundation of the USA Archery Club Excellence Program. These pillars provide a road map for clubs focused on high performance.

USA Archery believes the club competencies encompass the necessary characteristics needed to be a professionally organized and high-performing club.

The primary objectives of the USA Archery Club Competencies are:

1. Establish principles of excellence, which transcend different team cultures
2. Enhance and cultivate the ability of coaches to personalize the development of their archers, coaches and club
3. Provide focused development of coaches and clubs

USA ARCHERY CLUB COMPETENCIES				
CULTURE	ORGANIZATION	ATHLETE DEVELOPMENT	COACH DEVELOPMENT	COMPETITIVE EXCELLENCE
STRONG TEAM/ CLUB CULTURE AND PHILOSOPHY	ETHICAL	INCORPORATES FUN	ARCHERY SPECIFIC KNOWLEDGE	PARTICIPATION IN STATE, REGIONAL, AND NATIONAL EVENTS
DEFINED VALUES AND GUIDING PRINCIPLES	PROFESSIONAL	INCORPORATES INCREASING CHALLENGES AT ALL LEVELS	CONTINUED LEARNING THROUGH USAA COACH COMPETENCIES	TEAM AND INDIVIDUAL PERFORMANCE IMPROVEMENTS
SETS CLEAR EXPECTATIONS, RULES AND ACCOUNTABILITY	INCLUSIVE	PROMOTES CHARACTER DEVELOPMENT AND PERSONAL GROWTH	TRAINING PLAN DESIGN AND IMPLEMENTATION	HEALTHY COMPETITION WITHIN THE CLUB AND TRAINING
FOSTERS EXCELLENCE	ORGANIZED	CONTINUED LEARNING THROUGH USAA ATHLETE DEVELOPMENT COMPETENCIES	UTILIZES THE CONCEPT OF THE USAA ATHLETE DEVELOPMENT MODEL	EVENT RULES AND FORMATS

CLUB COMPETENCIES

CULTURE

A. Strong Team/Club Culture and Philosophy

Has a well-defined team culture that is in alignment with the program’s values, beliefs and actions. Clearly communicates their culture to their athletes, and the culture is in alignment with the values, guiding principles, expectations and image of the club. Culture of the club promotes team and individual performances and develops trust.

B. Defined Values and Guiding Principles

Has well defined values and guiding principles that describe the club’s standards of behavior. Images, appearance and rituals are in alignment with the values and culture of the club.

C. Sets Clear Expectations, Rules, and Accountability

Has defined clear expectations of athletes, coaches, staff and parents and holds members accountable for their actions.

D. Fosters Excellence

The culture and environment inspire excellence. Provides high-value, quality services to effectively meet the needs of our community and colleagues. Takes calculated risks to improve and transform, adopting best practices and using the power of resources and teamwork to create maximum impact.

CULTURE

STRONG TEAM/
CLUB CULTURE AND
PHILOSOPHY

DEFINED VALUES AND
GUIDING PRINCIPLES

SETS CLEAR
EXPECTATIONS, RULES
AND ACCOUNTABILITY

FOSTERS EXCELLENCE



CLUB COMPETENCIES

ORGANIZATION

A. Ethical

Understands and abides by USA Archery and the U.S. Olympic and Paralympic Committee code of ethics and standards of professional conduct . The coaches and leaders follow a common set of values. The coaches understand it is the responsibility of each coach to aspire to the highest possible standards of conduct. Coaches respect and protect human and civil rights, and do not knowingly participate in or condone unfair discriminatory practices.

B. Professional

Within the club's culture and values, the club's appearance, presentation and operational standards meet the professional standards of the sport and are in alignment with the USA Archery High Performance Ethos.

C. Inclusive

The club fosters an inclusive culture on and off the field of play by rights, views and inherent value of others, treating all with dignity and courtesy. The club believes respect is a performance advantage and set expectations with teammates and themselves to hold it in the highest regard.

D. Organized

Understands the importance of being prepared, on time, efficient and reducing wasted time in training activities. This also encompasses maximizing the use of time in training and learning activities. Assigns and delegates responsibility to trusted individuals within the club.

ORGANIZATION
ETHICAL
PROFESSIONAL
INCLUSIVE
ORGANIZED

CLUB COMPETENCIES

ATHLETE DEVELOPMENT

A. Incorporates Fun

Incorporates fun within the programming of the club and training. Training activities and challenges may not always be enjoyable but should incorporate some level of fun periodically.

B. Incorporates Increasing Challenges at All Levels

Challenges athletes to strive for higher levels of performance, skill and maturity through gradually increasing the level of difficulty. Attentiveness to participants success rate is necessary. Success rate should be reliably high but not 100%. Adjust challenges to be appropriate for age level and skill level.

C. Promotes Character Development and Personal Growth

Actively seeks avenues for developing interpersonal skills in athletes. Develops the athlete as a person.

D. Continued Learning through the USAA Athlete Development Competencies

Employs a growth mindset and continues to grow as an archer by expanding education, knowledge and wisdom through learning opportunities and reflective practices based on the USAA Athlete Development Competencies. Learning should be designed into the actual training activities with built in time for reflection. May also include attending classes, reading books and articles, learning from other sports, webinars, conferences, certification courses and studying/testing.

ATHLETE DEVELOPMENT

INCORPORATES FUN

INCORPORATES INCREASING CHALLENGES AT ALL LEVELS

PROMOTES CHARACTER DEVELOPMENT AND PERSONAL GROWTH

CONTINUED LEARNING THROUGH USAA ATHLETE DEVELOPMENT COMPETENCIES



CLUB COMPETENCIES

COACH DEVELOPMENT

A. Archery Specific Knowledge

Understands, teaches and demonstrates the correct fundamentals of technique of the National Training System when coaching. Includes knowing, understanding and demonstrating the steps of the National Training System. Helps to guide the archer to learn those skills within the context of simulated training, match play and/or by isolating technique work.

B. Continued Learning through the USAA Coach Competencies

Employs a growth mindset and continues to grow as a coach through the USAA Coach Competencies by expanding education and knowledge and learns from daily experiences through reflective practices. Continued Learning may include attending classes, reading books and articles, learning from other sports, webinars, conferences, certification courses and studying/testing.

C. Training Plan Design and Implementation

Designs, develops and reviews training programs for individuals, clubs and teams based on desired goals and outcomes. Understands and creates training programs within a micro cycle, mesocycle, and macrocycle. Understands how to adjust training load, intensity and recovery to prevent over training and to increase probability of successful performances in competition at peak times. Incorporates and balances strength and cardio training, archery specific training, mental training and recovery as a road map to developing athletes and teams. Creates a master calendar catering to the needs of an individual or a group of archers. Includes a complete periodization schedule for both training and tournaments. Individualizes calendars for each archer by age and ability, also involving parents.

D. Application of the Athlete Development Model (ADM)

Understands and uses the guidance of the ADM with a long-term athlete development focus to promote sustained participation in archery and sport. Understands the growth and maturation rate of youth archers incorporating fun, competition and challenges at the appropriate age levels in an athlete's development. Incorporates age-appropriate training for athletes with long-term development.

COACH DEVELOPMENT
ARCHERY SPECIFIC KNOWLEDGE
CONTINUED LEARNING THROUGH USAA COACH COMPETENCIES
TRAINING PLAN DESIGN AND IMPLEMENTATION
UTILIZES THE CONCEPT OF THE USAA ATHLETE DEVELOPMENT MODEL

CLUB COMPETENCIES

COMPETITIVE EXCELLENCE

A. Participation in State, Regional, and National Events

Inspires, encourages and guides participation in USA Archery events at the State, Regional and National level when appropriate for skill level and age range.

B. Team and Individual Performance Improvements

Promotes team and individual performance improvements in order to allow athletes to reach their potential, accomplish goals, and push their boundaries as an athlete. Includes developing strength, endurance, health, score improvements, placement improvements, goal attainment and reaching higher levels.

C. Healthy Competition with the Club and Training

Promotes physically and psychologically healthy individual and team competition elements with training and club activities. Focuses on developing team cohesiveness, camaraderie and trust within the framework of competition.

D. Event Rules and Formats

Educates and knows the rules, protocols, etiquette and formats for World Archery and USA Archery events.

COMPETITIVE EXCELLENCE

PARTICIPATION IN STATE, REGIONAL, AND NATIONAL EVENTS

TEAM AND INDIVIDUAL PERFORMANCE IMPROVEMENTS

HEALTHY COMPETITION WITHIN THE CLUB AND TRAINING

EVENT RULES AND FORMATS

CHARACTER DEVELOPMENT AND PERSONAL GROWTH



COACH COMPETENCIES

Coaching is about leadership, professionalism, communication, archery knowledge, athlete development understanding and a tactical philosophy. The USA Archery Coach Competencies were inspired by the USOPC's Quality Coach Framework and provide a road map for coaches to continue to develop so they can provide the best quality service to their athletes. Developing within the Coach Competencies will benefit coaches by providing them resources to continually improve in areas not typically covered in certification courses. Many of the resources and information provided to coaches in the competencies are free or little cost to coaches. Developing within the coach competencies will help coaches better apply the principles of the ADM.

The primary objectives of the Coach Competencies are:

- Establish commonalities, which transcend different styles of coaching
- Enhance and cultivate the ability of coaches to personalize the development of archers based on their talent and individual needs.

USA ARCHERY COACH COMPETENCIES					
LEADERSHIP	PROFESSIONAL	COMMUNICATION	ARCHERY SPECIFIC KNOWLEDGE	ATHLETE DEVELOPMENT	TACTICAL
ATHLETE CENTERED COACHING	ETHICAL	EFFECTIVE COMMUNICATION	RECURVE AND COMPOUND NTS ADAPTIVE	SKILL IMPROVEMENT	GOAL SETTING
STRONG COACH PHILOSOPHY	MODELS USA ARCHERY VALUES AND STANDARDS	GENUINE AND HONEST FEEDBACK	EQUIPMENT/ TUNING	ATHLETE DEVELOPMENT MODEL	TRAINING PLAN DESIGN AND IMPLEMENTATION
ABILITY TO LEAD AND MOTIVATE	CONTINUED LEARNING AND REFLECTION	PEDAGOGY	EVENT RULES AND FORMATS	MENTAL ASPECTS OF ARCHERY	PHYSICAL FITNESS
SHOWS RESPECT FOR OTHERS	TIME MANAGEMENT	EMOTIONAL INTELLIGENCE	COMPETITIVE ARCHERY EXPERIENCE AND FAMILIARITY	PERFORMANCE IMPROVEMENTS	ADAPTIBILITY AND PROBLEM SOLVING
COACH MENTORSHIP	PROFITABLE WITH RESOURCES	CONFLICT RESOLUTION	BIOMECHANICS AND INJURY PREVENTION	CHARACTER DEVELOPMENT AND PERSONAL GROWTH	TECHNOLOGY



USA ARCHERY COACH COMPETENCIES DEFINITIONS

USA Archery believes the competencies encompass the necessary skills needed to be an effective, high-performing coach.

COACH COMPETENCIES

LEADERSHIP

A. Athlete Centered Coaching

Adopts a leadership style that promotes learning and decision making through increasing responsibility and awareness in the athlete. Involves leading the athlete to learn through reflective practices and questioning with long-term development and retention as the keys. Incorporates empowering the athlete to utilize their individual strengths and traits.

B. Strong Coach Philosophy

Understands the importance of a well-thought out coaching philosophy that is consistent with the coach’s values, beliefs and actions. Uses the philosophy as a template for the decision-making that positively affects athletes. Clearly communicates philosophy to athletes on the proper values based on this philosophy.

C. Ability to Lead and Motivate

Effectively leads and motivates people in well-planned, organized and professional manners with the ability to stress the importance of team cohesion and camaraderie.

D. Shows Respect for Others

Shows respect for other coaches, competitors, parents, judges, the organization, and event staff in all domains including practice settings, events, meetings and online social media platforms.

E. Coach Mentorship

Provides and accepts mentoring to and from coaches within the sport and other sports as an opportunity to grow and help others grow in archery and in coaching.

LEADERSHIP
ATHLETE CENTERED COACHING
STRONG COACH PHILOSOPHY
ABILITY TO LEAD AND MOTIVATE
SHOWS RESPECT FOR OTHERS
COACH MENTORSHIP

COACH COMPETENCIES

PROFESSIONAL

A. Ethical

Understands and abides by USA Archery Code of Conduct, Code of Ethics and standards of professional conduct. Follows a common set of values upon which coaches build their professional work. Understands it is their responsibility to aspire to the highest possible standards of conduct. Respects and protects human and civil rights, and does not knowingly participate in or condone unfair discriminatory practices.

B. Models USA Archery Values and Standards

The coach's appearance, presentation and meets the professional standards and values of USA Archery and of the sport. This encompasses communication, body language, clothing, hygiene and personal presentation.

C. Continued Learning and Reflection

Continues to grow as a coach by expanding education and knowledge and learns from daily experiences through reflective practices. Continued Learning may include attending classes, reading books and articles, learning from other sports, webinars, conferences, certification courses and studying/testing.

D. Time Management

Understands the importance of being prepared, on time, efficient and reducing wasted time in training activities. This also encompasses maximizing the use of time in training and learning activities.

E. Profitable with Resources

Creates meaningful and positive gains in athlete ability, athlete performance and/or financial gains. Creates positive gains with the resources available.

PROFESSIONAL
ETHICAL
MODELS USA ARCHERY VALUES AND STANDARDS
CONTINUED LEARNING AND REFLECTION
TIME MANAGEMENT
PROFITABLE WITH RESOURCES

COACH COMPETENCIES

COMMUNICATION

A. Effective Communication

Adopts a communication style that allows the athlete to feel comfortable addressing concerns and needs. Provides timely and effective instruction and demonstrations to an individual or group. Be both a motivator and listener as the situation dictates. Adapts teaching style to best suit each individual to reach his or her maximum potential as an athlete and person.

B. Genuine and Honest Feedback

Understands the art of delivering honest yet genuine feedback during teaching moments on technique, sports psychology and character development.

C. Pedagogy

Effectively teaches skills, concepts and information to athletes and coaches. Focuses on developing the art of teaching information with the goal of athlete learning and information retention. Adjusts teaching style to the audio, visual and kinesthetic learners for maximum retention. Adapts feedback type, frequency and questioning to increase long-term retention.

D. Emotional Intelligence

Recognizes their own emotions and the emotions of others and discerns between different feelings and label them appropriately. Uses emotional information to guide thinking, behavior, and communication and also adjusts emotions to adapt to different environments. Recognizes their own personal strengths, skills, communication style, their own limitations and areas for development.

E. Conflict Resolution

Assists, provides support and participates in a psychologically healthy manner when dealing with conflict.

COMMUNICATION
EFFECTIVE COMMUNICATION
GENUINE AND HONEST FEEDBACK
PEDAGOGY
EMOTIONAL INTELLIGENCE
CONFLICT RESOLUTION

COACH COMPETENCIES

ARCHERY SPECIFIC KNOWLEDGE

A. Recurve, Compound, Barebow, and Adaptive Knowledge

Understands, teaches and demonstrates the correct fundamentals of technique and the National Training System when coaching individuals. Includes knowing, understanding and demonstrating the steps of the National Training System. Helps to guide the archer to learn those skills within the context of simulated training, match play, and/or by isolating technique work.

B. Equipment/Tuning

Has experience and knowledge on archery equipment. Includes equipment selection, set up, tuning, modifications and personalization for different individuals, bow types, events, etc.

C. Event Rules and Formats

Understands and abides by USA Archery Rules and World Archery Rules for all events. Includes teaching and coaching athletes to understand and follow the rules and formats of events in which they participate.

D. Competitive Archery Experience and Familiarity

Has significant experience competing and training in archery. Uses this experience to relate to athletes in teaching them technique, competition and training strategies, sports psychology and tuning equipment.

E. Biomechanics and Injury Prevention

Understands the principles of biomechanics and body movements for archery, how to prevent injury. Applies these principles to both training and competition situations with the objective of educating archers on an optimal way of approaching technical development, to use the body's core muscles, and prevent injury. Recognizes the general health status of archers to prevent overtraining, injury or illness. Demonstrates proper first-aid treatment for a given situation and recommends appropriate medical treatment if necessary.

ARCHERY SPECIFIC KNOWLEDGE

RECURVE AND COMPOUND
NTS ADAPTIVE

EQUIPMENT/TUNING

EVENT RULES AND
FORMATS

COMPETITIVE ARCHERY
EXPERIENCE AND
FAMILIARITY

BIOMECHANICS AND
INJURY PREVENTION

COACH COMPETENCIES

ATHLETE DEVELOPMENT

A. Skill Improvement

Teaches and focuses on positive skill improvements in athletes that allow athletes to reach higher performance levels. Includes developing technique, ability, and other skills relevant to the athlete's development.

B. Application of the Athlete Development Model (ADM)

Understands and uses the guidance of the ADM with a long-term athlete development focus to promote sustained participation in archery and sport. Understands the growth and maturation rate of youth archers incorporating fun, competition and challenges at the appropriate age levels in an athlete's development. Incorporates age-appropriate training for athletes with long-term development.

C. Mental Aspects of Archery

Understands, applies, and educates athletes with the principles of sport psychology and how to use them to excel in training and competition. Applies these principles to both training and competition situations with the objective of educating archers on how to focus and perform under pressure.

D. Performance Improvements

Creates positive performance improvements that allow athletes to reach their potential, accomplish goals and push their boundaries. Includes developing all areas of the athlete competencies to improve overall performance and placements.

E. Character Development and Personal Growth

Inspires, encourages, and guides athletes to improve, develop and mature as people. Uses the experiences and interactions on the competition and training field to develop athletes into people of greater character.

ATHLETE DEVELOPMENT
SKILL IMPROVEMENT
ATHLETE DEVELOPMENT MODEL
MENTAL ASPECTS OF ARCHERY
PERFORMANCE IMPROVEMENTS
CHARACTER DEVELOPMENT AND PERSONAL GROWTH

COACH COMPETENCIES

TACTICAL

A. Goal Setting

Guides and advises athletes (and parents, in some cases) to set appropriate but challenging goals. Understands the difference and application of process-based, performance-based, outcome-based, SMART or SMARTER goals, short-range, intermediate-range, and long-range goals. Encourages athlete ownership in the development, review and adjustment of goals. Also includes setting goals as a coach.

B. Training Plan Design and Implementation

Designs, develops and reviews training programs for individuals, clubs, and teams based on desired goals and outcomes. Understands and creates training programs within a micro cycle, mesocycle and macrocycle. Understands how to adjust training load, intensity and recovery to prevent over-training and to increase probability of successful performances in competition at peak times. Incorporates and balances strength and cardio training, archery specific training, mental training and recovery as a road map to developing athletes and teams. Creates a master calendar catering to the needs of an individual or a group of archers. Includes a complete periodization schedule for both training and tournaments. Individualizes calendars for each archer by age and ability, also involving parents.

C. Physical Fitness

Explains the components of fitness testing; designs a training program based on fitness testing results, maturation, goals, and needs. Displays knowledge of the principles of training and tracking, the basic components of an exercise program, and be able to lead and demonstrate various types of training including strength training, endurance training, cardiovascular training, and flexibility and mobility training. Emphasizes safety and proper technique in all programs. Includes educating archers on appropriate training diet/nutrition to optimize health and performance both on-season and off-season. Includes: effective strategies for pre/during/post-play nutrition, hydration guidelines to prevent heat illness and enhance performance, travel and dining out situations or concerns, safe dietary supplement use, and identification of abnormal eating patterns/eating disorders, and appropriate prevention/treatment steps.

TACTICAL
GOAL SETTING
TRAINING PLAN DESIGN AND IMPLEMENTATION
PHYSICAL FITNESS

D. Adaptability and Problem Solving

Guides, teaches and trains athletes and coaches to be able to handle unexpected situations, adapt in pressure situations, and solve problems. Includes educating athletes and coaches on the importance of adapting to different situations that may come up in competition, simulating unexpected events or pressure events, creating opportunities for learning, failure and success.

E. Technology

Understands and balances the use of technology when it is beneficial and in a responsible manner in coaching. Technology including cameras and iPads can be useful tools, but overusing technology can prevent learning, create additions and hinder athlete and coach development. Mature and appropriate use of technology should be advocated in archery. Also incorporates adapting technological advances in other sports and vocations to archery for benefits in coaching, development, and learning.

TACTICAL

ADAPTIBILITY AND
PROBLEM SOLVING

TECHNOLOGY



ATHLETE DEVELOPMENT COMPETENCIES

The USA Archery Athlete Development Competencies provide the framework to review the athlete's progress within the program and provide the athlete with a profile of the qualities to be a successful archer.

The USA Archery Athlete Development Competencies provide the framework to develop successful athletes.



TECHNICAL				
PSYCHOLOGICAL	LEADERSHIP			
STRENGTH, CONDITIONING, AND NUTRITION	CHARACTER DEVELOPMENT	PROFESSIONAL WORK ETHIC		
TRAINING	ETHICS	TEAM CULTURE	GRIT & MENTAL TOUGHNESS	
RESULTS	SELF COACHING	COMMUNICATION	EQUIPMENT & TUNING	SUSTAINED SUCCESS ON AND OFF THE FIELD
ATHLETE DEVELOPMENT	LEADERSHIP	DUTY	TACTICAL	PURPOSE



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