

# the Missouri Institute for Positive Coaching

## McGuire's Principles of Positive Coaching

### 1. Discover the Calling

- Reflect on personal values and foundational beliefs.
- Identify goals and purposes of the sport experience.
- Develop and shape coaching philosophy.
- Adopt the role of the learner.
- Choose to model and develop positive character...relentlessly!

### 2. Build the Foundation

- Create and nurture each individual's self-worth and self-esteem.
- Promote and protect the priority of each individual's well-being and happiness.
- Develop and foster the sense of meaning and purpose.
- Develop a healthy attitude toward competition.
- Develop the desire to have fun.

### 3. Cultivate Positive and Caring Relationships

- Communicate respectfully with those you lead, just as you would wish to be communicated with by those who lead you.
- Develop a spirit of cooperation.
- Demonstrate and utilize positive, active, constructive instruction.
- Demonstrate and utilize positive, active, constructive responding.
- Develop and model the regular sharing of gratitude.

### 4. Empower Growth Mindsets

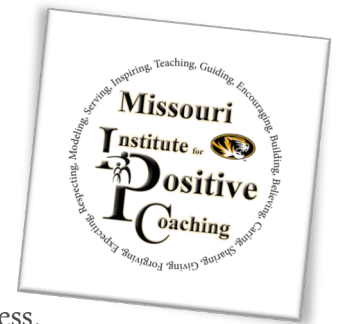
- Develop and model a positive approach to achieving SuCCCCCCCCess, and emphasize engagement in the process.
- Develop the realization that nothing of any real value is ever achieved without hard work and dedication.
- Develop intrinsic motivation, internal motivation, approach motivation, and positive motivation.
- Develop self-confidence by allowing individuals to make decisions for oneself, about oneself, and by oneself.

### 5. Inspire Passionate Hearts

- Develop the desire to strive wholeheartedly toward personal excellence.
- Identify and build upon each person's strengths.
- Model, promote, and nurture positive emotions.
- Develop the perspective of optimism as defining the sport culture.
- Celebrate and savor individuals' experiences of achievement and success, both in and out of sport.

### 6. Produce and Achieve Optimal Performances

- Develop and model the skills of "Thinking Right" in sport.
- Develop and model the skills of focus and self-control.
- Develop and model the skills of the C's of SuCCCCCCCCess.
- Develop and model the skills of mental toughness.
- Develop and nurture an environment that supports flow experiences.



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## Foundations of Positive Coaching

Positive Coaching provides coaches a scientifically and philosophically sound way to teach athletes how to compete and perform their very best on a consistent basis. Positive Coaching liberates athletes to prepare better, perform better, achieve more, and experience personal excellence. This empowers them to be prouder, happier, healthier, and more fulfilled for their investment, and it motivates athletes to come back and do more!

Foundations of Positive Coaching include:

- Striving for excellence.
- Understanding that it does matter that we win.
- Achieving optimal performance.
- Teaching and modeling the process of success.
- Leading a group to become a highly effective team.
- Nurturing intrinsic motivation.
- Communicating with our athletes just as we would want to be communicated with by our own leaders.
- Respecting and protecting the self-worth of every athlete.
- Being demanding, without being demeaning.
- Shaping the athlete's will without breaking his or her spirit.
- Realizing that it does matter that we win ...because it absolutely does matter that we win in the life of every athlete with whom we have the opportunity to serve as their coach!

## Our Mission

To promote  
**POSITIVE COACHING**  
in sport at all levels, and  
to enhance lives and  
society by “Winning Kids  
with Sport!”

Positive Coaching  
develops competitive  
athletes and teams by  
teaching and modeling  
the process of how to be a  
SuCCCCCCCCess, both in  
and out of sport!

Demanding Not  
Demeaning!

## Building Blocks of Positive Coaching



Teaching

Guiding

Encouraging

Building

Believing

Caring

Sharing

Giving

Forgiving

Expecting

Respecting

Modeling



Serving

Inspiring

