

# **COACHES** **OF EXCELLENCE®**

"CHANGING THE WORLD ONE PARENT AT A TIME"

[www.CoachesOfExcellence.com](http://www.CoachesOfExcellence.com)



**DIFFERENCE  
MAKERS**

**WHAT  
WILL YOUR  
LEGACY  
BE?**

## ***What is the Coaches of Excellence Institute?***

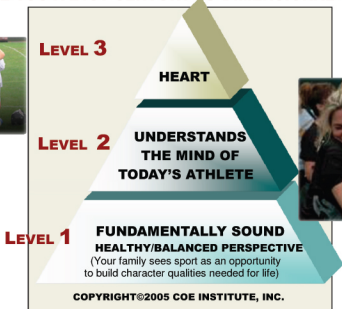
The Coaches of Excellence Institute® is a 501c3 non-profit organization founded in 2005. In a just a few short years we have trained over 100,000 Coaches, Parents and Leaders! Our clients are as diverse as the Boys and Girls Clubs of America to the U.S.A. Olympic Coaching Schools, in addition to many NCAA Universities. The principles and concepts we teach resonate with people, they make sense and they work.

As we grow and expand globally our goal continues to be the same as it was years ago. We exist to train, equip and empower Coaches at all levels to use sport as the vehicle to positively impact our youth, their families, and ultimately our world.

For More Information go to [CoachesOfExcellence.com](http://CoachesOfExcellence.com) or call us at 720.479.8100

# A Parent's job is to work in concert with the Coach to help each child discover the greatness that is inside of them...

## ARE YOU A 21ST CENTURY "3-DIMENSIONAL™" PARENT?



Great Parents are "3-Dimensional"™ which means they are fundamentally sound with a healthy perspective on sport, they understand how to motivate their 21st century child and most importantly are focused on capturing the heart of their child. The foundation of a "3-Dimensional"™ Parent is found in the 7 Non-Negotiables we teach around the world. We challenge you to be a "3-Dimensional"™ Parent and live out the 7 Non-Negotiables and keep this guide to help you.



# Non Negotiables of a 21<sup>st</sup> Century PARENT

1. **SHOW UNCONDITIONAL LOVE** . . . Great Parents base their relationship with their child on love not athletic ability or performance
2. **BE PROCESS DRIVEN** . . . Focus on development and process not talent or results. Focus on work ethic & perseverance
3. **CONTROL THE CONTROLLABLES** . . . Teach your child to control the only two things they can control...Attitude and Effort
4. **PARENT WITH THE END IN MIND** . . . Understand that success is defined by what a child becomes not wins and losses
5. **CAPTURE THE HEART** . . . Great Parents are 3-Dimensional™ and focus on capturing the heart of their child
6. **SPEAK GREATNESS™** . . . Great Parents tell their kids what they can be by speaking greatness into them . . . they don't berate them
7. **BEHAVE CONSISTENTLY WELL** . . . Great Parents are mature and are a consistent model of what it means to lead morally during competition and at home