

# 40 Ways Coaches Can Build Assets in Youth



ASSET TYPE	ASSET NAME	ACTION
SUPPORT	1. Family support	Have a team meeting with athletes and their families prior to the season to outline expectations and guidelines.
	2. Positive family communication	Remind parents to use positive encouragement and constructive criticism.
	3. Other adult relationships	Assign a player (not their own child) for parents to watch during the game and at the end tell them something they did well.
	4. Caring neighborhood	Remind players to invite people to the games.
	5. Caring team climate	Encourage team members to cheer for each other.
	6. Parent involvement with team	Encourage parents to be involved as assistant coaches, provider of treats, etc.
EMPOWERMENT	7. Community values youth	Have the kids thank the sponsor team
	8. Youth as resources	Ask players for input on how games are going and what they need to improve on.
	9. Service to others	Have kids pick up trash around the bench or playing area after the game.
	10. Safety	Never jeopardize the physical health of a young person.
BOUNDARIES & EXPECTATIONS	11. Family boundaries	Keep in mind that family commitments are important and come before sports.
	12. Team boundaries	Ensure that the team has clear rules and consequences.
	13. Neighborhood boundaries	Be respectful at the field, behaving in the neighborhood as you would want people to act in yours.
	14. Adult role models	Your behavior sets the standard for athletes and spectators.
	15. Positive peer influence	Practice and promote unselfish behavior and teamwork.
	16. High expectations	Have realistic expectations and maximize your athletes' potentials.
CONSTRUCTIVE USE OF TIME	17. Creative activities	Create a team cheer!
	18. Youth programs	Teach age appropriate skills. Encouraging effort without focusing on results.
	19. Religious community	Don't schedule practices to conflict with religious commitments.
	20. Time at home	Encourage kids to practice at home.
COMMITMENT TO LEARNING	21. Achievement motivation	Make sure athletes tell you what their goals are and praise them as they move toward meeting their goals.
	22. Team engagement	Encourage players to watch the game even when they are on the bench.
	23. Homework	Encourage kids to get homework done before their team commitments.
	24. Bonding to team	Fun needs to be everywhere: remember it is still a game.
	25. Reading for pleasure	Have a book about an inspirational athlete that goes to an MVP after each game. Have players write something they learned in the book.
POSITIVE VALUES	26. Caring	Praise players with a smile, nod, compliment. Remember they look to you for approval.
	27. Equality & social justice	Don't play favorites, move players around to different positions. Aim for active participation from every player.
	28. Integrity	Treat kids with respect, avoiding put-downs, sarcasm or ridicule and require the same from them.
	29. Honesty	When you tell a player what you like about their effort or performance, be specific.
	30. Responsibility	Give players responsibility such as helping with equipment.
	31. Restraint	Focus on good sportsmanship. Stay calm when kids make mistakes.
SOCIAL COMPETENCIES	32. Planning & decision making	Be organized and ready for practices and games.
	33. Interpersonal competence	Model for athletes the need to encourage kids as they improve their skills.
	34. Cultural competence	Make sure players who are new to the sport understand its rules and strategies.
	35. Resistance skills	Kids involved in positive organized activities are much less likely to be involved in risky behaviors.
	36. Peaceful conflict resolution	Demonstrate how to peacefully resolved conflicts during games. Absolutely no swearing.
POSITIVE IDENTITY	37. Personal power	Involve athletes in making decisions by asking for their input and inviting their questions.
	38. Self-esteem	Help players develop confidence and self-esteem by greeting them individually when they arrive.
	39. Sense of purpose	Praise players for the important role they play in the team, i.e., team leader, biggest fan or a particular skill they have mastered.
	40. Positive view of personal future	Remember: you are developing good human beings first: developing athletes is secondary.