



THE HIGH-IMPACT CLUB

The Six Pillars of Developing
Better Athletes and Better People
(But without sacrificing
competitive excellence)

BUILD BETTER ATHLETES.
DEVELOP BETTER PEOPLE.

THE IMPACT NOBODY IS TALKING ABOUT.

Every club invests in developing athletic skills.

The highest-impact clubs also invest in developing the person behind the athlete.

Every practice teaches technique.
Every competition develops experience.

Every season shapes a person.

Your club is already influencing confidence, resilience, leadership, relationships, identity, and purpose.

Thank you for investing a few minutes in this guide.



My hope is it starts conversations within your leadership team, among coaches, with parents, and ultimately with the athletes whose lives you're helping shape.

—Scott Roussell
After We Play
Founder

High-impact clubs
invest in culture.



EVERY CLUB HAS TWO MISSIONS.

One is easy to see.

Winning games.

Developing athletes.

Building teams.

The other is less visible.

Building confidence.

Creating belonging.

Developing leaders.

Strengthening families.

Shaping young people who will
carry these lessons long after the final
whistle.

**The highest-impact clubs
intentionally pursue both.**



The six pillars that
follow are the framework
for building that kind
of an organization.

01

START WITH PURPOSE



Great clubs know what they do. High-impact clubs also know why they do it.

Purpose becomes the filter for decisions and answers a bigger question: What do we hope every athlete gains from being part of this organization?



**CULTURE ISN'T
CREATED BY
ACCIDENT. IT'S
CREATED BY
INTENTION.**

TODAY'S *REALITY*

Families have more choices than ever.

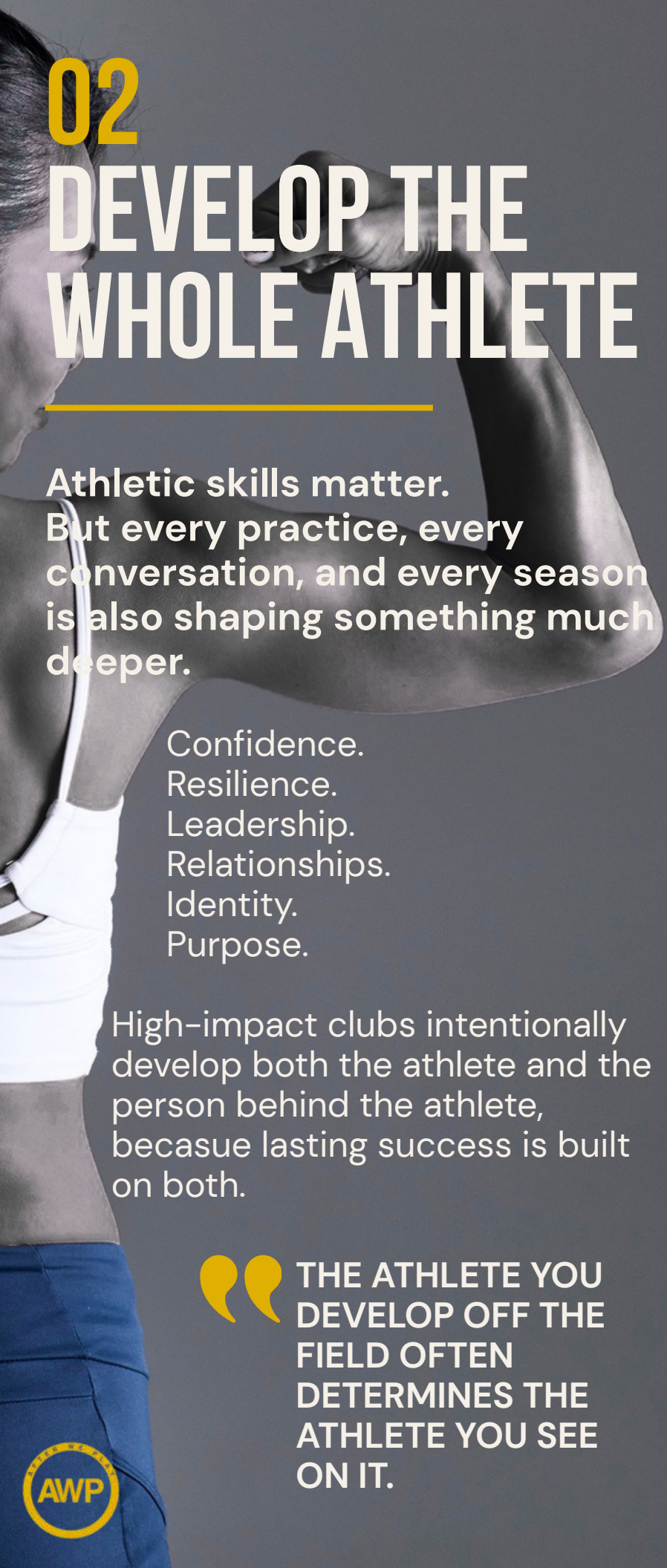
They're not just choosing a sport; they're choosing a culture.

The clubs that earn lasting loyalty create an experience families want to be a part of, season after season.

REFLECTION

If every coach described your club's purpose, how similar would their answers be?





02

DEVELOP THE WHOLE ATHLETE

Athletic skills matter.
But every practice, every
conversation, and every season
is also shaping something much
deeper.

Confidence.
Resilience.
Leadership.
Relationships.
Identity.
Purpose.

High-impact clubs intentionally
develop both the athlete and the
person behind the athlete,
because lasting success is built
on both.

“THE ATHLETE YOU
DEVELOP OFF THE
FIELD OFTEN
DETERMINES THE
ATHLETE YOU SEE
ON IT.



TODAY'S *REALITY*

Today's athletes are
navigating more
pressure than ever
before.

Anxiety, perfectionism,
social media, and fear of
failure don't disappear
when practice begins.

The strongest clubs
recognize that
supporting the whole
athlete isn't "extra", it's
essential.

REFLECTION

What qualities beyond athletic
ability does your club
intentionally develop, and how
consistently are those lessons
reinforced across every team?



03

EQUIP GREAT COACHES

Great coaches already teach far more than the game.

High-impact clubs intentionally equip them with the tools, language, and support to develop confidence, resilience, leadership, and character alongside athletic performance.

“Great coaches don’t need to do more. They need to be equipped to do what they already do even better.”



TODAY’S *REALITY*

Today's athletes bring more to practice than a ball and a uniform.

They bring pressure, stress, relationships, setbacks, and growing identities.

The best coaches don't need all the answers; but they do deserve the right tools and support.

REFLECTION

How are you intentionally equipping your coaches to develop people, not just players?



04

PARTNER WITH PARENTS

Parents are one of the greatest influences in an athlete's journey.

TODAY'S *REALITY*

Parents want to support their athletes, but they don't always know how.

Many only experience your club through a handful of interactions each season.

Every communication is an opportunity to reinforce your culture and invite families into your mission.

The conversations before practice, after competition, and on The Drive Home shape confidence, perspective, and resilience long after the final whistle.

High-impact clubs intentionally partner with parents because athlete development doesn't end when practice does.

“The strongest club cultures extend beyond the field and into The Drive Home.

REFLECTION

How are you intentionally equipping parents to become partners in developing the whole athlete ?



05

CREATE AN INTENTIONAL ATHLETE EXPERIENCE

Every interaction matters.

Every interaction shapes the athlete experience.

From registration to the final whistle, high-impact clubs intentionally create moments that help every athlete feel supported, valued, and connected.

“Great experiences don’t happen by accident. They’re built one intentional moment at a time.”



TODAY’S *REALITY*

An athlete's experience isn't shaped by one big moment.

It's shaped by hundreds of small ones.

The way they're welcomed, encouraged, challenged, celebrated, and supported often determines whether they simply participate; or truly belong.

REFLECTION

If you experienced your club as a first-year athlete, what moments would make you feel welcomed, valued and like you truly belong?



06

BUILD A LASTING LEGACY

Championships are remembered.

The people your club develops are never forgotten.

High-impact clubs measure success not only by wins, but by the lives they help shape.

“The greatest legacy of a club isn't found in its trophy case. It's found in the lives of the athletes it helped shape.”



TODAY'S *REALITY*

No club lasts because of one great season.

The organizations that endure are the ones families trust, coaches believe in, and athletes never forget.

That's legacy.

REFLECTION

Five years from now, what do you hope athletes remember most about being part of your club?



THE JOURNEY CONTINUES.

The High-Impact Club is only the beginning.

The real work happens every day in the conversations you encourage, the culture you create, and the experiences you intentionally design for every athlete, coach, and family.

Because building a lasting legacy isn't about one season.

It's about creating an organization people are proud to be part of, year after year.

CHOOSE YOUR NEXT STEP



ATHLETE

Build confidence.
Create your game plan.



PARENT

Connect beyond the sidelines.
Deepen your relationship.



COACH

Transform your team.
Develop better athletes
and better people.



CLUB LEADER

Build a High-Impact Club.
Create a lasting legacy.

