



THE TRANSFORMATIVE COACH

The Five Practices of Developing
Better Athletes and Better People
(But few coaches intentionally teach)

BUILD BETTER ATHLETES.
DEVELOP BETTER PEOPLE.

THE GAME NOBODY IS TALKING ABOUT.

Every coach develops athletic performance.

The most transformative coaches also develop the person behind the athlete.

Every practice teaches skills.
Every game builds experience.
Every interaction shapes confidence, resilience, leadership, identity and purpose.

The coaches who leave the greatest impact understand that what happens between the lines is only part of the story. Every season is an opportunity to shape not only better athletes, but better people.



Thank you for investing a few minutes in this guide.

My hope is it encourages you to see the incredible influence you already have—and inspires you to become even more intentional about the lessons your athletes will carry long after the final whistle.

—Scott Roussell
After We Play
Founder

**Transformative
Coaches coach with
intention.**



EVERY COACH IS TEACHING TWO GAMES.

One is easy to see.

Teaching skills.

Preparing for competition.

Winning games.

The other is less visible.

Building confidence.

Creating belonging.

Developing leaders.

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



**The most Transformative Coaches
intentionally develop both.**

The five practices that follow are a framework for becoming that kind of coach.



01

BUILD CONFIDENCE

Confidence isn't something athletes either have or don't have.

It's something they build.

Every conversation, correction, and opportunity to try again shapes what athletes believe about themselves. Coaches strengthen confidence not by removing adversity, but by helping athletes discover they can overcome it.

Transformative Coaches don't just build confident athletes.

They build athletes who know where confidence comes from.

“**CONFIDENCE
ISN'T BUILT BY
AVOIDING
FAILURE. IT'S
BUILT BY
OVERCOMING IT.**”



REMEMBER THE COACH
WHO . . .

*Saw something in
you before you saw
it in yourself?*

They expected more, not because you had already earned it, but because they believed you were capable of becoming more. Their confidence became the foundation for your own.

That's a
Transformative Coach.

REFLECTION

Do my athletes leave practice believing more in themselves than when they arrived?



02 CREATE BELONGING

Every athlete wants to know they matter.

Not because of how many points they score, but because of who they are.

The strongest teams are built when every athlete feels seen, valued, and connected. Coaches create that culture through the small moments—learning names, celebrating effort, including every player, and making it clear that everyone has a place.

Belonging isn't something athletes earn.

It's something great coaches create.

“THE STRONGEST
TEAMS ARE BUILT
WHEN EVERY
ATHLETE KNOWS
THEY BELONG.”

REMEMBER THE COACH
WHO . . .

*Made every player
feel like they
belonged?*

Whether you were a starter or came off the bench, you knew you mattered. You felt seen, encouraged, and valued as part of something bigger than yourself.

That feeling stayed with you long after the season ended.

That's a Transformative Coach.

REFLECTION

Do all of my athletes know they are valued; not just for what they do, but for who they are?



03

DEVELOP LEADERS

Leadership isn't reserved for captains.

Every athlete has the ability to influence teammates through their attitude, effort, and actions.

Transformative coaches don't wait for leaders to emerge. They intentionally create opportunities for athletes to encourage others, take responsibility, communicate well, and serve their team.

Leadership isn't a title. It's a habit that grows one decision at a time.

“Leadership isn't something coaches assign. It's something they intentionally develop.”



REMEMBER THE COACH WHO . . .

Trusted you with responsibility before you felt ready?

They saw leadership in you long before you saw it in yourself. Because they believed in you, you began to believe you could lead others, too.

Sometimes the greatest leaders are created because someone gave them the chance.

That's a Transformative Coach.

REFLECTION

Am I developing leaders, or simply relying on the ones who naturally emerge?



04

TEACH RESILIENCE

Adversity is part of every athlete's journey.

Mistakes. Losses. Setbacks.

Great coaches don't prevent adversity.

They help athletes grow through it.

Resilience isn't built when everything goes right.

It's built by learning to get back up.



Resilience isn't about avoiding setbacks. It's about learning to play through them.



REMEMBER THE COACH
WHO . . .

Didn't let the one bad game define you?

They held you accountable, but they never let you believe one mistake determined your value. They reminded you that setbacks are part of growth, and that tomorrow was another opportunity to compete.

That lesson extends far beyond sports.

That's a Transformative Coach.

REFLECTION

When my athletes face adversity, do I focus on the mistake or the opportunity to grow through it?





05

INSPIRE PURPOSE

Athletes need more than goals.

They need a reason to keep going when the game gets hard.

Transformative Coaches help athletes discover that success isn't just about winning. It's about becoming someone who competes with character, serves others, and continues to grow.

Purpose gives every practice, every setback, and every season deeper meaning.

“The greatest coaches don't just inspire athletes to win. They inspire them to become better people.”



REMEMBER THE COACH WHO . . .

Helped you believe you were more than an athlete?

They celebrated your performance, but cared even more about the person you were becoming. They challenged you to compete with integrity and carry those lessons beyond the game.

Their influence didn't end with the season. It became part of who you are.

That's a Transformative Coach.

REFLECTION

What do I hope my athletes remember about me, and about themselves, long after their playing days are over?



THE JOURNEY CONTINUES.

The five practices are only the beginning.

The real work happens every day in the conversations you have, the culture you create, and the example you set for every athlete.

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

It's about the people your athletes become long after the final whistle.

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.

