

**MAKING SPORTS ABOUT DEVELOPING
WINNERS - NOT JUST ABOUT WINNING**

THE WINNING DIFFERENCE



So what is the DIFFERENCE?

Building a winning culture is about creating an athletic community that promotes and enhances character. Winning should not simply be dictated by the scoreboard. Winning should be a byproduct of teaching athletes meaningful lessons through the lens of sports.



WINning

What's Improved Now?

If the only definition of winning is gaining a victory, all of our athletes lose out. WIN (What's Improved Now?) provides coaches and players with a reflective question to evaluate success beyond the final score.

It empowers coaches and athletes to measure WINning by controllable actions (principles) not just the results of the game.



DIFFERENCE

DIFFERENCE is an acronym that represents 10 principles of character. These principles not only impact play, but more importantly, they impact players.

Discipline
Integrity
Focus
Fortitude
Effort
Respect
Enthusiasm
No Excuses
Communication
Execution



The Why

According to the NCAA*, nearly 8 million students participate in high school sports. Of those 8 million, only 480,000 (or 6%) go on to compete at the collegiate level (Division I, Division 2, or Division 3). Therefore, sports will most likely not be their future. However, if sports are used to enhance and encourage the development of character, sports will most likely influence their future.

*informational Credit: <https://www.ncaa.org/>