GOAL’s Guiding Principles for Coaches

1. Be more than a risk taker. Be a Game Changer.
2. Bring Your First Aid Kit
3. Accept Loss
4. Prepare for Rivalry. Resolve Discord
5. Financial Fitness
6. Network
7. Be Cautious with Language
8. Community Service ain’t pretty
9. Recruit
10. Brand it

1. In a world replete with risk takers, not all of whom are taking healthy risks, you must have the courage, commitment, and compassion of a Game Changer. The objective is a permanent, positive perception embedded with the student.
2. Understand and secure all permission and liability. Bring your professional and emotional First Aid Kit as well. Sometimes nothing smarts more than a bruised ego.
3. Accept the understanding that we are learning from failure. However, we are not defined by our failure. We are refined by it.
4. We live in a natural state of Rivalry. Resolve it with collaboration.
5. All income and resources are to be managed correctly and equitably with the student’s best interest in mind.
6. Get off the bench and get into the game.
7. Use Language to embolden individuals, not to inspire boredom. Use language to uplift, never to undermine. Avoid an abundance of redundancy.
8. The cultural dividends and tremendous pride provided by Community Service outstrips the terms of labor.
9. Seize every opportunity to grow. Be the antithesis to fundamentalist tactics.
10. Wearing or using an unspoken icon or symbol makes you a Messenger of Trust.