

THE INFLUENCE OF  
POSITIVE COACHING ALLIANCE ON  
COACHES, COMMUNITIES, AND YOUTH:  
EVALUATION FINDINGS

APRIL 2012



SEE CHANGE

# What was studied?

- From 2010 through early 2012, Positive Coaching Alliance (PCA) engaged See Change to examine:
  - The effects on STUDENT-ATHLETES participating in the Triple-Impact Competitor School Initiative (TICSI);
  - The effects on COACHES of receiving PCA training, both online and through in-person workshops;
  - The effects on youth sports ORGANIZATIONS participating with PCA in Houston.



# Headline Findings

- PCA has an immediate, positive impact in helping youth better manage mistakes and fostering improved sportsmanship.
- Coaches who complete the PCA online training continue to use the tools in games and practices, and are well-equipped to teach youth athletes to strive to win while learning life lessons.
- PCA training galvanizes youth sports organizations around a common language and set of values for youth sports, and enables better connections with teachers and parents.



# Effects on Student-Athletes

During the first season they are exposed to PCA training, student-athletes improve their sportsmanship, their behavior toward their peers, and their willingness to push past mistakes.

- **79%** of youth agreed with the statement **“I treated my opponents better this season (compared to the season before PCA).”**
- **78%** of PCA-trained student-athletes reported that they used **specific tools** to recover from mistakes in games.
- **72%** of youth felt they **improved their sportsmanship** this season.
- **67%** of youth agreed that their feelings towards officials **changed and were more positive** this season, compared to seasons before PCA training.
- **67%** of youth strongly agreed that **“it is just as important to be a good teammate on the field as off the field.”**



# Effects on Coaches

In 2011 and 2012, over 700 coaches who took PCA's online training course completed surveys about their experience. Over 400 of these coaches took both pre- and post-surveys, and these were analyzed for statistically-significant differences. Findings included:

- 96% of trained coaches believe the PCA training gives them the tools to help their players get better at their sport.
  - ❑ On the post-surveys, coaches were statistically more likely to report *"I feel prepared to help my players deal with nervousness and fear of failure."* ( $p < .001$  level)
- 95% of trained coaches believe the PCA training gives them the tools to get their players to support each other and work together as a team.
  - ❑ On the post-surveys, coaches were statistically more likely to report *"I feel prepared to use my sport to teach life lessons."* ( $p < .001$  level)
- Two-thirds of trained coaches use PCA tools "most of the time" or "always."
- 90% of trained coaches would "probably" or "definitely" recommend PCA training to other coaches.

*"Statistical significance" refers to the probability that a difference observed after the online course is not merely a fluke. A p value indicates how likely it is that the difference could have been observed by chance. For example, if a difference is significant at  $p < .001$ , then there is a less than 0.1% chance that the difference was observed because of random fluctuations.*



# What Coaches Are Saying About PCA Training

*“The PCA training impacted me in the area of communicating in a positive way during games and practices. I find that by using trigger words and phrase[s,] it assist[s] me with keeping my players focus[ed] on the task at hand. It keeps me focus[ed] too! Because it’s easy to lose focus when things are not going as plan[ned] during practice/game.”*

*“[PCA training] changed my perspective on winning, allowing me to redefine the concept in such a way that it is no longer just about the numbers on the scoreboard. If my dual goals are reached or even better, exceeded, I have the potential of impacting the lives of my team in a special way. When all is said and done, this is the reason why I got into coaching.”*

*“Even an awesome coach should have PCA training.”*



# Effects on Youth Sports Organizations

- Organizational leaders (including program directors, coaches, and educators) universally reported that partnering with PCA enhanced the culture of their organizations.
- Leaders noted that the PCA workshops continue to be a benefit, year after year, and all indicated a desire to continue their partnership with PCA.
- School-based leaders told stories of improved relationships with teachers, and of athletes who used PCA tools to their benefit in the classrooms and hallways.
- Parents trust organizations more upon learning that PCA is a prerequisite for coaches.



# What Organizational Leaders Are Saying About PCA Training

*“I think the PCA workshops has encouraged our coaches and has given the coaches the lingo, the language and the encouragement to actually go into the classrooms and build these relationships with teachers.”*

*“We just didn’t have a lot of parental support and there’s a definite change now where the parents are willing to be part of all the athletic programs and help do different things that would make a positive impact with our kids on and off the field.”*

*“PCA is not necessarily a physical kind of help. It's more the emotional – getting through the hard games and coming through as a team: win, lose or draw. ...PCA helps us with our mental toughness ...If anything it's the weight room for the mental part of the game.”*



# Appendix: Source Documents

- **Student Athlete Findings – TICSI Study (NorCal & Dallas)**
  - 624 youth surveys collected in 2010-2011 from 6 schools in Northern CA and Dallas, TX
  - 386 youth surveys collected in 2011-2012 from 11 schools in Dallas
  - Survey respondents represented the following sports: Baseball, Basketball, Cheerleading, Cross-Country, Football, Soccer, Softball, Track & Field and Volleyball
- **Coach Findings – NorCal Coach Interview Study, Double-Goal Coach Online Training Survey, including AAU Coaches**
  - 10 coaches interviewed in Northern California high school programs
  - 738 coaches surveyed online
- **Organizational Findings – Houston Tipping Point Study**
  - 10 leaders interviewed



# For More Information

## Tina Syer

Chief Impact Officer | [Positive Coaching Alliance](#)

1001 N. Rengstorff Ave., Suite 100 | Mountain View, CA 94043

Cell: (650) 387-9504 | Work: (650) 210-0821 | Fax: (650) 969-1650

## Melanie Moore

Chief Executive Officer | See Change, Inc.

251 Rhode Island, Suite 211 | San Francisco, CA 94103

Cell: (415) 637-3000 | Work: (415) 558-8662

