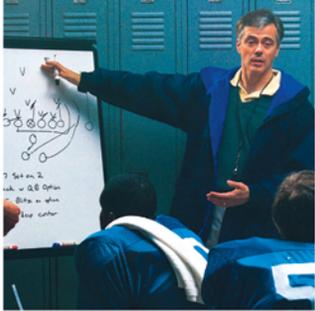


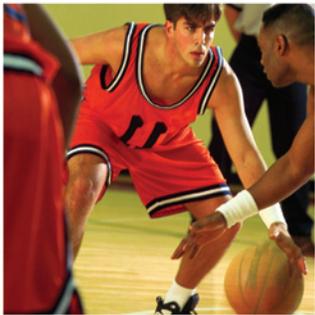


A Handy Guide to... **STRENGTHENING ATHLETES' CHARACTER**

Tips from Pursuing Victory With Honor, the sportsmanship initiative endorsed by virtually every major amateur athletic organization



Pursuing Victory With Honor (PVWH) equips teacher-coaches, administrators and parents to take full advantage of the remarkable power of sports to strengthen young people's character. Part of the **CHARACTER COUNTS!** initiative run by the nonprofit Josephson Institute of Ethics, PVWH offers training programs, materials and publications to promote understanding and practice of the Six Pillars of Character: trustworthiness, respect, responsibility, fairness, caring and citizenship. Find out what we can do for you today by calling (800) 711-2670 or visiting www.charactercounts.org. This *Handy Guide* can get you started.



T.E.A.M. — How to Develop the Whole Player



T

TEACH

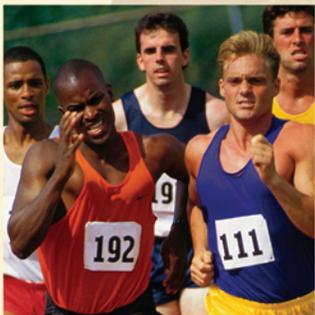
- Let players know that their character counts, that enduring happiness depends on who you are, not on what you have or can do.
- Show that people of character know the difference between right and wrong because ethical values guide them.
- When explaining character, use the Six Pillars, personal stories, history and the news.



E

ENFORCE

- Reward good behavior and impose fair, consistent consequences that prove you are serious about character.
- Demonstrate courage and firmness of will by enforcing core values when it is difficult to do so.
- Discourage all instances of bad behavior.



A

ADVOCATE

- Continually encourage others to live up to the Six Pillars.
- Be an advocate for character.
- Don't be neutral about the importance of character or casual about improper conduct.
- Be clear and uncompromising that you expect young athletes to demonstrate the Six Pillars.

M

MODEL

- Set a good example in what you say and do.
- Honor the Six Pillars at all times.
- Be sure your actions reinforce your lessons about doing the right thing even when it is hard to do so.
- When you slip, act the way you would prefer young people do when they behave improperly. Be accountable, apologize sincerely — and do better!

The Six Pillars of Character Help You Pursue Victory With Honor

Trustworthiness Demonstrate and demand scrupulous integrity. Observe and enforce the spirit and letter of rules. Don't compromise education and character-development goals. Don't engage in or tolerate dishonesty, cheating or dishonorable conduct.

Respect Honor the sport's traditions and all its participants. Don't engage in or tolerate disrespectful conduct, including verbal abuse of opponents and officials, profane or belligerent "trash talking" and taunting or unseemly celebrations. Win with grace and lose with dignity.

Responsibility Be a positive role model on and off the field and require the same of your athletes. Advocate habits and life skills that lead to success. Promote good health by prohibiting the use of alcohol and tobacco. Maintain competence and have basic knowledge of 1) character building, 2) first aid and safety and 3) coaching principles, rules and strategies.

Fairness Adhere to high standards of fair play. Treat players fairly according to their abilities. Never take unfair advantage. Be open-minded.

Caring Assure that the academic, emotional, physical and moral well-being of athletes is always placed above desires and pressures to win.

Citizenship Establish codes of conduct for coaches, athletes, parents and spectators. Demand compliance with all laws, regulations and rules — and honor their spirit and intention.



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An Effective Character-Development Program Is:

- **Purposeful.** Articulate clear and explicit objectives, and design all program elements to influence values and behavior.
- **Pervasive.** The Six Pillars of Character should permeate all aspects of organizational activity and all direct contacts with student-athletes.
- **Repetitive.** Convey messages about the meaning and importance of the Six Pillars repeatedly and conspicuously, using common language and definitions.
- **Consistent.** Be sure attitudes, words and actions are consistent with the Six Pillars, regardless of how inconvenient or costly it may be.
- **Creative.** The program must go beyond moralizing and should employ an array of lively teaching strategies to engage the imagination.
- **Concrete.** Show the Six Pillars at work in concrete, realistic and relevant situations.

www.charactercounts.org