

# THE BEGIN WITHIN

## COACHING CREED

WE BELIEVE

coaching is a career that **ALWAYS MAKES A DIFFERENCE—**  
a good or a not so good difference, **THAT IS UP TO YOU.**

*it is not WHAT you say, it is HOW you say it that matters.*

if you love **RESULTS** more than you love your **people,**  
your **CAREER WILL BE LESS FULFILLING.**

great coaching is more about **people** and less about the **X's** and **O's.**

coaches can find **GREAT POWER** in *self-awareness and self-reflection.*

**CHARACTER** defines who is a winner and who is a loser, not the **SCOREBOARD.**

coaching is a **calling,** not just a career.

if everyone is willing to play **fair,** **conflict** can be a pathway to **deeper relationships.**

coaching is about **empowering** and *trusting* people, not *controlling* them.

everyone has their **strengths** and  
A GOOD COACH FOCUSES ON THEM.

our **actions** reveal our true values.

a fully integrated life is not only **possible,**  
it is **essential** to our health, peace and happiness.

self-compassion and self-acceptance  
are two of the biggest building blocks of self-confidence.

**SETBACKS ARE THE FIRST STEP TO COMEBACKS.**

our lives are a reflection of our **deepest beliefs** about ourselves.

it takes **COURAGE** to ask for help and change behaviors that no longer serve us.

we must choose to surround ourselves with people that *lift us up*

we must have the courage to release the people who **drag us down.**

having gratitude is **TRANSFORMATIVE.**

our response to what happens on and off the field **IS WHAT MATTERS.**

*men and women* should have equal opportunity to coach **men and women.**

coaches have to know their **truth** and **purpose** and coach from that place.

...IF YOU WANT TO WIN, YOU MUST **BEGIN**  
**WITHIN**