

ROOTED IN VALUES



TRUE SPORT LEADERSHIP TRAINING

**TRUE
SPORT**
LIVES HERE
PRINCE EDWARD ISLAND

CANADIAN **CENTRE**
FOR **ETHICS** IN **SPORT**



RESPECT OTHERS



KEEP IT FUN



STAY HEALTHY



INCLUDE EVERYONE



GO FOR IT



PLAY FAIR



GIVE BACK



This document is a resource to be used by coaches who wish to engage in True Sport and be part of the Rooted in Values (RiV) program. The RiV program was designed for coaches and athletes in Prince Edward Island to learn more about a values-based approach to sport and how to put the approach into action. We are available to aid with this process by leading workshops or through discussion with coaches, though we recognize that not all teams/coaches may have the time for these workshops at the start of their season.

Please reach out to Sport PEI’s Mitch Sanderson, who designed the program, for more information or to schedule workshops.

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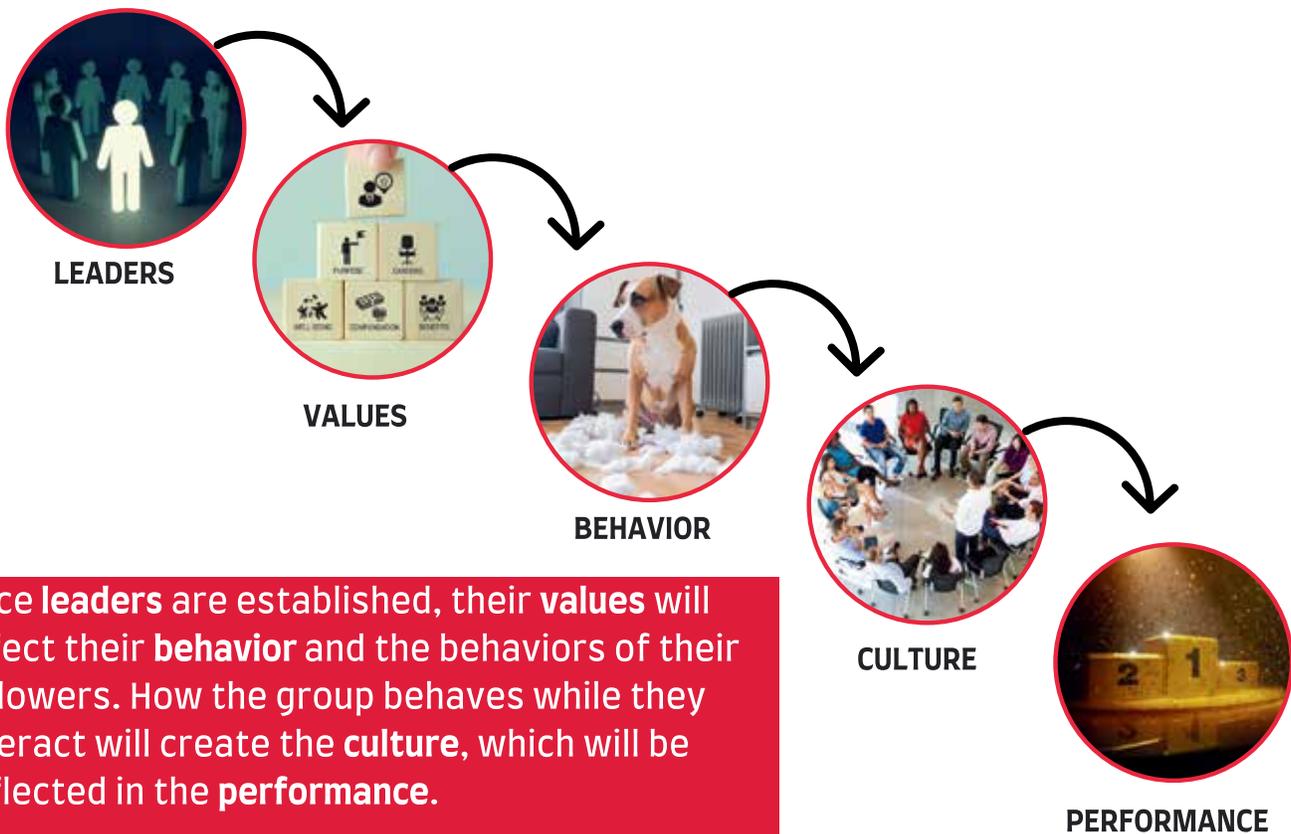
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VALUES-BASED SPORT?

Values-based sport is an alternative approach to results-based sport aimed at achieving a higher level of positive experiences.

Values-based sport places values at the heart of all policies, practices, and programs to ensure that positive experiences foster a culture of good sport in the long term.

Values drive what we do and how we do it – whether we are aware or not. That is why it is so important to be intentional and consistent with your values as leaders.



Once **leaders** are established, their **values** will effect their **behavior** and the behaviors of their followers. How the group behaves while they interact will create the **culture**, which will be reflected in the **performance**.

If leaders are not conscious and intentional of their values, the group's behavior, culture, and performance will unpredictable and out of sync.

WHAT ARE YOUR VALUES?

***20 MOST POPULAR LISTED VALUES AMONG NATIONAL SPORTS ORGANIZATION**



Excellence



Collaboration



Engagement



Fun



Integrity



Fairness



Enjoyment



Community



Inclusion



Passion



Creativity



Diversity



Respect



Teamwork



Transparency



Trust



Health & Safety



Innovation



Accountability



Honesty

YOUR TOP VALUES

Using the list above of the most popular listed values among national sport organizations as a reference, select your top values as a coach. Feel free to expand beyond the list provided.

Through public consultation, the Canada Center for Ethics in Sport (CCES) identified Excellence, Inclusion, Fairness, and Fun as the four most popular values among Canadians who participate in sport. From these values, CCES created True Sport and the 7 Principles for Good Sport, which all True Sport programs and resources are based off.

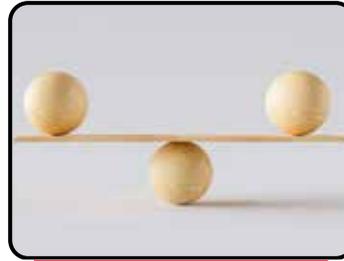
TRUE SPORT VALUES



Excellence



Inclusion



Fairness



Fun

PRINCIPLES FOR GOOD SPORT



Show respect for everyone involved in creating your sporting experience, both on & off the field of play. Win with dignity & lose with grace.



Find the joy in sport and share it with others. Remember what you love about sport and why you play.



Always respect and care for your mind and body. Advocate for the health and safety of yourself and those around you.



Recognize and celebrate strength in diversity. Invite and welcome others into sport.



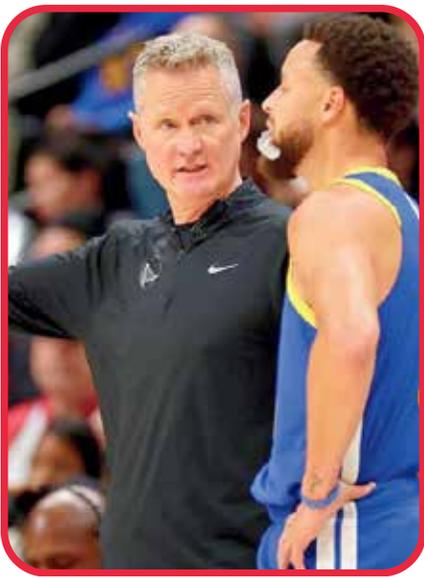
Rise to the challenge – always strive for excellence. Be persistent and discover how good you can be.



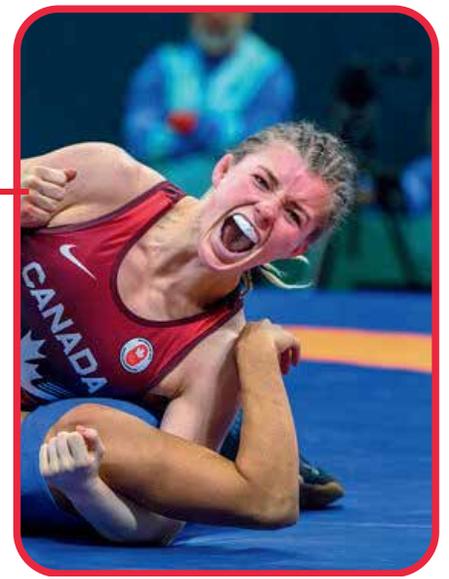
Understand, respect, & follow the rules. Play with integrity – competition is only meaningful when it is fair.



Say thanks and show gratitude. Encourage your sport group to make a difference in the community.



Activity



WHAT QUALITIES DO YOU VALUE MOST IN A LEADER?

Before the activity: Select 16 leadership qualities that you feel may best fit your team/group. Write each out on a note of paper and include a short definition of each word. If you are unsure where to start, feel free to use the following terms:

**EXCELLENCE – INTEGRITY – INCLUSION – RESPECT – HONESTY – FAIRNESS
PASSION – TEAMWORK – FUN – DIVERSITY – TRUST – CREATIVITY
ACCOUNTABILITY – COLLABORATION – KINDNESS – OPEN-MINDEDNESS**

- 1) Set up 8 stations around the room with two pieces of paper at each. The pieces of paper will each have a leadership quality printed on them with a short definition.
- 2) With a partner, the athletes will select which of the two leadership qualities is more important to them and record the answer. Make sure they talk about each option and not simply go with whoever blurts out first.
- 3) Spread out partners to each station to start and rotate on the coach's call to start, then athletes can start to move at their own pace once they have a rhythm of the activity.
- 4) After each pair has gone through all eight stations, bring the group back together and ask which words they selected. The word that receives more votes will remain and the other word is eliminated. If a word is tied, ask for someone from each side to present their argument as to why they made their selection then have all athletes cover their eyes and ask for a re-vote between the two words.
- 5) After going through all eight pairs of words, pair off the remaining 8 words, combine your pairs of athletes into groups of four, and repeat steps 2), 3), and 4) until you are left with 4 words. These 4 words are your "team values" and can be used to create a True Sport Agreement for how your team will be expected to treat their season.

Excellence

Demands the most out of themselves

Integrity

Sticks to their values/what they say they will do

Inclusion

Makes everyone feel a part of the team

Respect

Shows respect to all, regardless of differences

Collaboration

Knows how to work well with others

Fairness

Treats everyone fairly

Passion

Regularly displays how much they care about the team (not just winning)

Teamwork

Prioritizes working together as a team as much as possible

Fun/Enjoyment

Prioritizes putting a smile on other's faces

Diversity

Values hearing, considering, and using many different perspectives

Trust

Puts trust in their team to do the right thing and expects same in return

Creativity

Skilled at coming up with new ideas and encourages others to try the same

Accountability

Takes responsibility for own actions and holds others responsible for theirs

Honesty

Doesn't lie to try to protect others, provides direct feedback

Kindness

Believes in positive reinforcement, communicating kindly

Open minded

Flexible with structure, open to new ideas and new perspectives

TRUE SPORT AGREEMENT

EXAMPLE

Courtesy of the 2024 Under-15 PEI box lacrosse team

True Sport:

I will do my best to compete with honor and respect, abide by the rules of the game, recognize the commitment of others, strive for excellence, stay healthy (in mind, body, & spirit), and have fun.

Respect:

I will treat my teammates, coaches, competitors, officials, parents, and all others involved in my season with respect.

Teamwork:

I will work with my teammates and coaches to achieve team goals and ensure everyone is included.

Trust:

I will trust my teammates and coaches to do what is best for the team.

Passion:

I will treat all aspects of my season with care, dedication, and enthusiasm.

Athlete

Date

Parent/Guardian

Date

Coach

Date

ACTIVITY:

ROOTED IN VALUES ACTION PLAN

Defining your team values and following them consistently and intentionally will put you and your team on track to follow the value-based model, but to be leaders in the True Sport movement, **an action plan is needed.**

To create your Rooted in Values season plan, you will select at least one actionable item to activate each of the Principles for Good Sport and plan for when you will do so. These items are referred to as “activations”.

Pages 9-15 include a deeper definition of each principle as well as some example action items that you can use to create your own plan or spark your own ideas. While going through each principle, brainstorm and record any original ideas for your action plan. Refer to “True Sport Long-Term Development Framework” for a complete list of how to activate True Sport by LTAD stage.

When you finish going through all 7 principles, return to your brainstorming and select at least one activation for each principle.

You are encouraged to select more than one, however, be sure that each is realistic to accomplish. An easy test question “when are we going to do this?”

It is important to emphasize each Principle relatively equally and use visuals like “Good Sport vs Bad Sport” (next page) to establish why all seven principles are included.

If we look at the diagrams below and think of the black circle as a representation of all the time and energy we put into our sport season, we define Good Sport as a season in which we create space for all 7 principles. All 7 do not need to be the same size every season, but there should be space for all 7 to be present and for them to grow as needed throughout the season.

Bad Sport occurs when one or more principles is strongly prioritized over the others. While not exclusive, this most commonly looks like the diagram below when results are emphasized over values and process. People may justify a lack of fair prioritization as “doing what it takes to win”.

GOOD SPORT

When we create space for all principles to be present, some of the potential results are:



- respect between athletes and coaches creating trust and openness to learning
- all team members feeling included and safe to be comfortable as themselves
- less penalties and fouls, improved focus on team goals
- all team members enjoy being in their sport environment, improved attendance
- appreciation for entire sport experience & all involved
- less injuries and mental mistakes, long-term health benefits
- entire team giving full effort in whatever activity or situation, undeterred by scoreboard

When we prioritize winning at all costs, some of the potential results are:

BAD SPORT

- breaking & bending the rules to gain an unfair advantage
- disrespecting opponents, officials, and teammates in the name of competitiveness
- taking from volunteers without giving back or appreciating their efforts
- excluding others if they are perceived to be holding their team back
- sacrificing your long-term health for a short-term success
- Not having fun while playing & training, only after victorious results



GO FOR IT

“The people who I’ve always had problems with are the people who don’t demand excellence from themselves” - Kobe Bryant, 5-time NBA champion

What can you do as a coach to engage your athletes in the “Go For It” principle?

Select the correct LTAD stage (“Learn to Train” or “Train to Train”) based on your group’s age

Learn to Train Stage **Age 8–9 to onset of adolescent growth**

- Refine foundational sports skills and encourage multi-sport training.
- Model behaviors that foster healthy attitudes toward winning and losing.
- Introduce personal excellence as a pathway for participants.
- Plan multiple drills for skill practice, allowing participants to choose.
- Promote individual responsibility by having participants lead warm-ups and manage their equipment.

Train to Train Stage **During adolescent growth spurt**

- Develop sport-specific skills tailored to events or positions.
- Discuss helpful vs. harmful coping mechanisms for competition challenges.
- Involve participants in decision-making, like designing drills or leading warm-ups.
- Encourage learning from mistakes and exploring different approaches.
- Promote the life skills learned through sports.
- Provide individualized support for participants facing challenges.
- Encourage documentation of personal or team goals.
- Foster ownership of the sport experience with a True Sport Agreement.
- Support participants in recognizing their aspirations, whether for high performance or lifelong activity.

Create examples specific to the sport / group

- Extra practice on your own time
- Mental performance training workshop
- High-performance training
- Goal setting

Select at least one activation to commit to with your team.



PLAY FAIR

“Hard work beats talent when talent fails to work hard” - Every coach, probably

What can you do as a coach to engage your athletes in the “Play Fair” principle?
Select the correct LTAD stage (“Learn to Train” or “Train to Train”) based on your group’s age

Learn to Train Stage **Age 8–9 to onset of adolescent growth**

- Play by the rules.
- Foster a culture where opportunities are earned through effort and commitment, not just natural ability.
- Encourage discussion by introducing sport scenarios with ethical considerations (e.g., “What would you do if you saw one of your teammates deliberately cheating?”).
- Encourage sportspersonship by highlighting examples of fair play.

Train to Train Stage **During adolescent growth spurt**

- Understand participants’ communication and learning preferences.
- Reflect on personal actions and those of others (parents, coaches, teammates).
- Promote ethical choices: no rule-bending or performance-enhancing methods.
- Explore the reasons for rules and the importance of integrity in sports.
- Use real-life examples to illustrate cheating’s impact on the game.
- Discuss social justice issues related to sports for deeper understanding.

Insert examples specific to the sport / group

- Q&A with official
- “No Reactions” rule
- Call your own fouls in practice
- Ethical situations discussion

Select at least one activation to commit to with your team



RESPECT OTHERS

**“I fear no one, but respect everyone”
- Roger Federer, 20-time major tennis title winner**

What can you do as a coach to engage your athletes in the “Respect Others” principle?

Select the correct LTAD stage (“Learn to Train” or “Train to Train”) based on your group’s age

Learn to Train Stage **Age 8–9 to onset of adolescent growth**

- Model behaviours that show respect for officials, players, coaches, and parents/caregivers.
- Promote engagement in the No Ref No Game resource to promote respect for officials.
- Use True Sport Awards to recognize all those who contribute to a True Sport experience.
- Encourage sharing feelings and opinions in a respectful manner.
- Encourage participants and parents/caregivers to see their opponents as competitors and not enemies.

Train to Train Stage **During adolescent growth spurt**

- Develop skills to communicate effectively with officials about the rules during competition.
- Encourage parents/caregivers to complete Respect in Sport for Parents.
- Cheer for your opponents and encourage participants to do the same. Discuss the importance of honouring competitors.

Insert examples specific to the sport/group

- Post- and pre-game handshakes
- Honouring competitors
- Appreciating everyone involved

Select at least one activation to commit to with your team



KEEP IT FUN

“Always work hard and have fun in what you do because that’s when you’re more successful. You have to choose to do it.” - Simone Biles, 11-time Olympic medal-winning gymnast

What can you do as a coach to engage your athletes in the “Keep It Fun” principle?

Select the correct LTAD stage (“Learn to Train” or “Train to Train”) based on your group’s age

Learn to Train Stage **Age 8–9 to onset of adolescent growth**

- Introduce competitive elements that also make training sessions fun. Consider group activities instead of individual ones.
- Be creative so there is a high fun factor when children are learning new skills.
- Foster social connections as a means of increasing engagement.
- Monitor participants and adapt activities to suit individual preferences wherever possible. This helps recognize that “fun” can mean different things to different people.

Train to Train Stage **During adolescent growth spurt**

- Highlight the benefits of sports and physical activity (health, social connections, learning).
- Prioritize fun to combat dropout pressures (financial, cultural, social, competitive).
- Include team-building and social interaction in training and competitions.
- Introduce enjoyable games to reduce stress from traditional competition.
- Respect participants’ independence, fostering adventure and creativity.
- Encourage parents/caregivers to engage with “The Ride Home” & its resources.

Insert examples specific to the sport / group

- Team building events
- Cross-over sports
- Special team introductions
- Add music to training

Select at least one activation to commit to with your team



STAY HEALTHY

“Make sure your worst enemy doesn’t live between your own two ears.”
– Laird Hamilton, surfing legend

What can you do as a coach to engage your athletes in the “Stay Healthy” principle?
Select the correct LTAD stage (“Learn to Train” or “Train to Train”) based on your group’s age

Learn to Train Stage Age 8–9 to onset of adolescent growth

- Emphasize nutrition and hydration importance.
- Teach deep breathing for emotional self-regulation (4-4-4 method).
- Introduce clean sport concepts.
- Discuss links between sport, personal development, and life skills.
- Foster open communication for participants to express concerns.
- Recognize individual growth and maturity differences in training.
- Educate on BodySense and body neutrality.
- Maintain an appropriate practice-to-competition ratio per sport’s LTD guide.
- Explain the Rule of Two and its significance.
- Encourage dialogue to empower participants to voice safety concerns.

Train to Train Stage During adolescent growth spurt

- Introduce concepts like sport nutrition, hydration, and sleep hygiene.
- Share current clean sport information and promote clean sport education through CCES.
- Encourage discussions on balancing sport with family, friends, and other commitments.
- Incorporate exercises that develop both sides of the body in asymmetric sports.
- Normalize seeking support from resources like Kids Help Phone.
- Promote body neutrality and healthy physical activity
- Foster dialogue for participants to voice safety concerns.
- Model positive self-image and self-acceptance.
- Educate on BodySense and body neutrality.

Insert examples specific to the sport / group

- Nutrition education
- Sleep schedules/curfew
- Recovery plan
- Self affirmations

Select at least one activation to commit to with your team



INCLUDE EVERYONE

“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does.”
- Nelson Mandela, 1st president of South Africa

What can you do as a coach to engage your athletes in the “Include Everyone” principle?
Select the correct LTAD stage (“Learn to Train” or “Train to Train”) based on your group’s age

Learn to Train Stage **Age 8–9 to onset of adolescent growth**

- Be friendly, respectful, and welcoming to all.
- Include everyone in activities.
- Adapt challenges based on participants’ abilities.
- Foster a safe and empowering environment for participation.
- Learn names and effective communication styles.
- Promote positive social connections and discourage cliques.

Train to Train Stage **During adolescent growth spurt**

- Create diverse training groups to combine various skills and positions.
- Implement healthy team-building activities for participants and families.
- Encourage understanding of different specializations, modified sports, and noncompetitive training approaches
- Practice inclusive behavior by using correct pronouns for each participant.

Insert examples specific to the sport / group

- mixing up partners/groups
- changing seat buddies
- learning about teammates
- learn about variations of your sport

Select at least one activation to commit to with your team



GIVE BACK

**“Start where you are. Use what you have.
Do what you can.”**

– Arthur Ashe, human rights activist & tennis great

**“Service to others is the rent you pay for
your room here on earth.”**

– Muhammad Ali, 1900s Sportsman of the Century

What can you do as a coach to engage your athletes in the “Give Back” principle?

Select the correct LTAD stage (“Learn to Train” or “Train to Train”) based on your group’s age

Learn to Train Stage Age 8–9 to onset of adolescent growth

- Engage parents/caregivers and participants around a cause(s) that they wish to support.
 - Encourage participants to donate gently used equipment to those in need.
 - Invite older participants to lead group activities and teach sport skills to younger participants.
 - Provide the older participants with real-time encouragement and mentorship.
 - Invite former athletes as guest coaches to create opportunities for them to Give Back.
-

Train to Train Stage During adolescent growth spurt

- Encourage participants, parents/caregivers to donate time to support community causes.
 - Support participants in becoming a camp instructor or junior coach for younger participants.
 - Encourage participants, parents/caregivers to volunteer (e.g., become officials, help run events, start coaching).
-

Insert examples specific to the sport / group

- donate equipment
 - donate time to local cause
 - be leaders for younger groups
 - host event for young and new players
 - Support social causes
-

Select at least one activation to
commit to with your team



ACTIVATION EXAMPLES

Courtesy of U17/U19 Abbies Rugby, U13 East Prince Sting basketball, Special Olympics Team PEI, U15 Team PEI boys lacrosse, TREND girls hockey camp, Donagh Regional School classes, Nordic Sports PEI

Go For It

- Mind Matters mental performance workshop
- Weekly + Monthly Goal Setting
- Watch back game tape & self-grade
- Home workout plans

Stay Healthy

- Nutrition workshop with Nancy Fong
- Sleep schedules & curfew
- Recovery plan between competitions
- Creating and reciting self-affirmations

Play Fair

- “No reactions” rule for officials’ calls
- Host a Q&A with an official
- Take an officiating course
- Hard Hat award for athletes who work their hardest & don’t complain

Include Everyone

- “No saving seats” rule for locker room, team travel, and meals
- Learn about and try a variation of your sport (ie. parasport)
- Icebreakers to learn more about teammates

Respect Others

- Leave change room better than you found it
- Shake hands with opposing coaches prior to games
- “Thank you” gesture to fans
- Recognize opponent’s performance

Give Back

- Host a “try my sport” session with Aboriginal Sport Circle or IRSA
- Donate gently used equipment
- Raise money for local charity
- Attend games of other club teams in full support

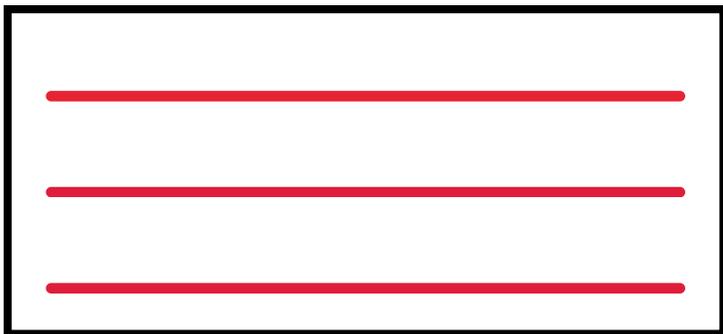
Keep It Fun

- Team haircuts for end-of-year competitions
- Theme/dress-up days
- Team handshakes
- Add music to training
- Playing cross-over sports as a team
- Team building events
- Special team introductions/celebrations

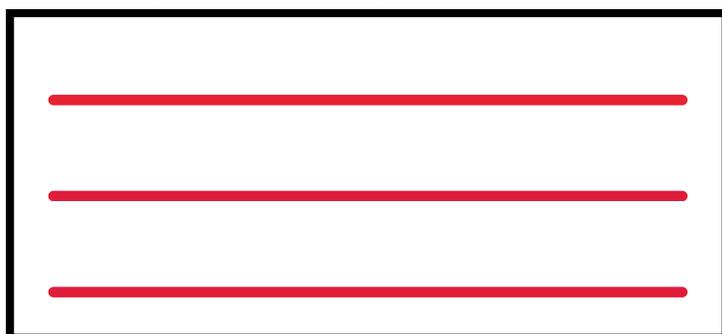
ACTIVATION PLAN

List at least one action you will commit to taking with your team this season for each True Sport Principle

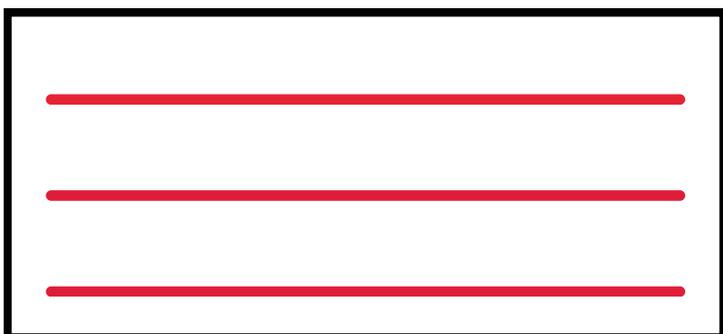
Go For It



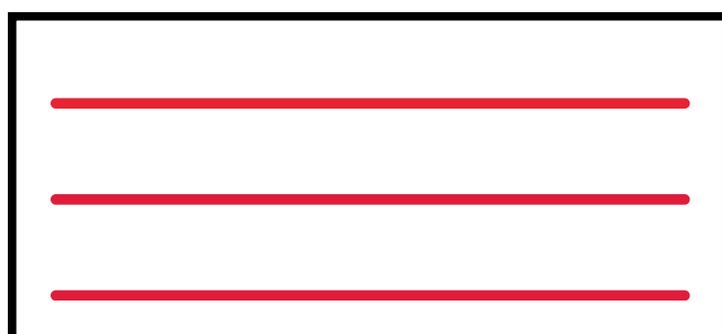
Stay Healthy



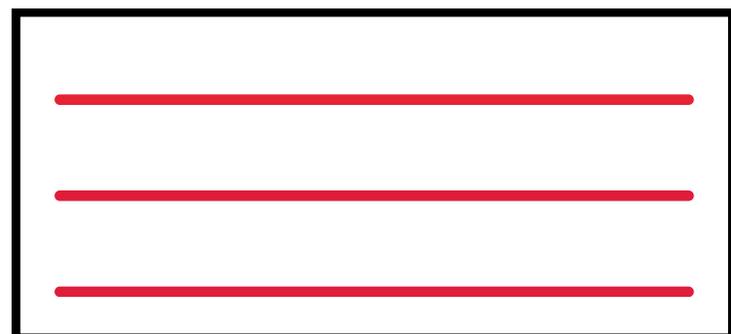
Play Fair



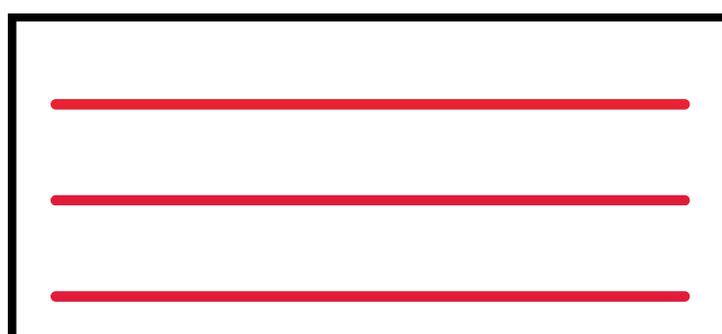
Include Everyone



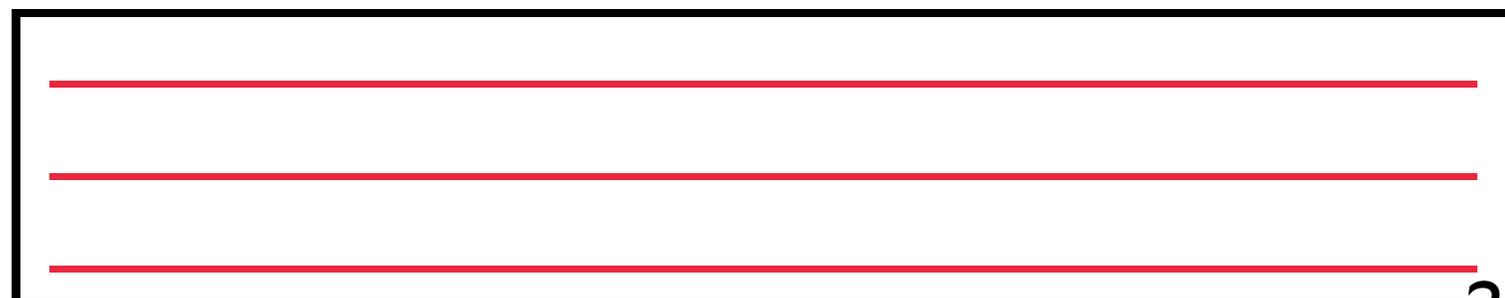
Respect Others



Give Back



Keep It Fun



ADDITIONAL RESOURCES

Available at truesportpur.ca



Values-Based Coaching – eLearning course

Cost: \$15

This course will give learners:

- Information, tools, and approaches to deliver values-based programming through True Sport
- An opportunity to reflect on their coaching philosophy
- Resources to help them use True Sport as a tool in values-based coaching.



BodySense – eLearning course

Cost: Free

The course will:

- educate and enhance athletes' awareness and knowledge on how to navigate body image
- bring balance to both their physical and mental health
- work towards greater respect and compassion for their body within and outside of sport



True Sport Experience – Vol. 1, 2, & 3

This free resource provides:

- Understanding of the True Sport Principles & how to teach them through physical activity experiences,
- Summary of physical literacy, ethical literacy & Long-Term Development in Sport & Physical Activity
- Series of physical activities

2022 True Sport Report – free resource tool

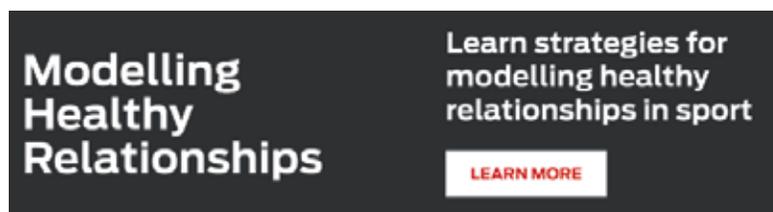
This resource includes:

- research on the impacts of sport on children with disabilities, LGBTQ+ inclusion, experiences of racialized and Indigenous peoples
- impact of climate change on sport
- consequences of COVID-19
- public opinion research reconfirming sport should be fun, fair, inclusive, & committed to excellence



ADDITIONAL RESOURCES

Available through National Coaching Certification Program via thelocker.coach.ca



Cost: Free
Length: 20–30 minutes

After this eLearning module, you will be able to:

- Recognize the elements of a healthy relationship
- Identify opportunities for modeling healthy relationships in the sport environment
- Identify strategies for how to set, maintain, and uphold expectations for healthy relationships

<https://www.coach.ca/module/support-through-sport-modelling-healthy-relationships>



Cost: \$15
Length: 40–50 minutes

Upon completing this module, you will be able to:

- Describe participant-centered coaching benefits
- Explain harms from misuse of coaching power and responses to maltreatment
- Use positive coaching strategies to foster a safe, positive sport environment and enhance learning and performance

<https://www.coach.ca/module/support-through-sport-modelling-healthy-relationships>

eLearning Module Series

Intercultural Skills in Sport

From awareness to action

Cost: Free
Length: 60 minutes total (3 parts each 20 minutes)

In this module series, coaches will:

- Gain insights into cultural humility and its role in fostering positive relationships
- Develop strategies for cross-cultural communication
- Learn to create inclusive sporting environments that celebrate diversity
- Enhance their ability to support & engage with participants from varying cultural backgrounds

<https://www.coach.ca/module/support-through-sport-modelling-healthy-relationships>



NCCP Coaching and Leading Effectively

Cost: \$90 (discount available for PEI coaches)
Length: 8.25 hours (2 parts, in-person or online)

After this module, coaches will be able to:

- Develop a coaching philosophy based on the reflections of values and how & why one coaches.
- Demonstrate behaviors to create an inclusive, safe, positive sport environment
- Demonstrate an understanding of the leadership role in the broader sport community
- Develop opportunities to foster a culture based on excellence, positive performance, & growth

Check sportpei.pe.ca for when courses are scheduled to be offered