

WHAT IS ETHICAL COACHING?

Ethical coaches balance performance with the well-being of the athlete. It's a focus on safety, athlete development, well-being, and the future of the athlete. An ethical coach never exploits the athlete for personal gain.

DO

- Create clear and consistent expectations
- Allow space for other parts of an athlete outside of sport
- Engage with athletes with curiosity and warmth
- Strive to win, but not at the cost of athlete well-being
- Create clear agreements within the team
- Repair after a mistake
- Be aware of your non-verbals

DON'T

- Endorse shame-based or fear-based coaching philosophies
- Exploit the athletes
- Focus on mistakes vs. strengths
- Value punishment
- Ignore requests from athletes
- Force an agenda on athletes
- Engage in romantic or sexual relationships with athletes (ever!)

