



Leader's Clipboard



_____ Tips for Youth Sports Leaders from Positive Coaching Alliance _____

Developing a Mission Statement

A compelling mission statement can help inspire people and galvanize their energy to make it come true. It makes clear to all stakeholders what your organization is about in a concise, memorable way.

Consider the ways your organization can benefit from a mission statement:

- *It helps you communicate your core values*
- *It helps you deal with difficult, ambiguous situations*
- *It is a way of beginning conversations about your values*
- *It helps hold your organization accountable*

Every youth sport organization should have a mission statement that explicitly states the goal of using sports to help athletes develop positive character traits and values that will help them succeed in life.

adapted from PCA's *Leading Your Organization* workshop

