

Bruce Brown **Proactive Coaching**

Character Based Coaching: *Life Lessons For Athletes*



Bruce Brown serves as director of Proactive Coaching, a company that conducts workshops and provides materials for coaches, athletes, parents, businesses and school districts. His goal is to help enhance effectiveness in building teams and student-athletes in both character and competence.

Here is a quick look at his bio:

35 years as a teacher, coach, athletic administrator at the junior high, high school, junior college and college levels. Coached football, basketball, baseball, and volleyball. National presenter for the NAIA's "Champions of Character Program."

Speaks nationally to athletes, coaches, parents, school districts and corporations. Twenty-four year employee of the National Football League.

Major Awards: 2002 NAIA National Co-Athletic Director of the Year, 2003 Lifetime Achievement Award - Citizenship Through Sports Alliance, 2004 College of the Ozarks and Coach Krzyzewski Leadership and Service Award, and, 2005 American Baseball Coaches "Honor" Award with Cal Ripken, Jr..

Speaking with Athletes: Redefining the Term Athlete for HS, and, Life Lessons for Athletes for MS.

Speaking with Leadership Students: Captains – Seven Ways to Lead Your Team, and, First Steps to Great Teams – Establishing Core Covenants.

Teaching character is not a choice that great coaches have - if you truly love your players, you will teach and hold them accountable to the highest behavioral standards. It is what gives this coaching profession and the experience of athletic participation value.

Bruce Brown

Speaking with Coaches: Redefining the Term Athlete; First Steps to Great Teams; Establishing Core Covenants and Building the Inner Circle; Improving Your Existing Team; Captains; Developing Player Leadership; Developing Positive Athletic Traditions – Eliminating Hazing; The Power of Your Words – Changing Attitudes and Developing Trust; Concepts of Motivation; Teach Attitude First; Positive Conditioning; Stages of Coaching; Thematic Approach to Teaching Character; Transitioning Athletes – How the HS coach can help the feeder coach and how the feeder coach can help the HS coach.

Speaking with Administrators: Let's Point Toward Hope; Building a Character Based Athletic Program; Program Assessment; Developing an Athletic Department Philosophy; Developing an Athletic Handbook; Hiring Assessment; Coach Assessment; Coach Training; Mentor Program; Speaking with Parents; The Parent's Role in Athletics; Life Lessons for Athletes.

Speaking with Teachers: There Was This Teacher – Concepts of Motivation; Building a Team in Your Classroom.

Coaching for Competence and Character



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