

Core Values Worksheet

Set the tone. Build the culture. Protect your program.

Why Core Values Matter:

Every coach brings passion, philosophy, and perspective – but shared, written core values create a foundation of consistency, accountability, and culture across your athletic program.

- Deliver a consistent athlete experience.
- Strengthen parent and community trust.
- Reduce conflict and confusion.
- Protect coaches and the program from complaints or misinterpretations.

When a coach defines and lives by team core values, those principles become more than words on a wall – they shape daily decisions, behavior, and culture. Core values give athletes a shared language for accountability and effort, guiding how they practice, compete, and support one another.

In team settings, coaches can reinforce these values through consistent communication, recognition, and reflection – for example, highlighting athletes who demonstrate “respect,” “discipline,” or “grit” in action. By integrating core values into routines, from pre-game talks to post-game reviews, coaches create a stable foundation where expectations are clear, motivation is intrinsic, and success is measured by growth as much as by wins.

Define your values today, and watch your culture follow tomorrow.



Step #1: Identify What Matters Most

Reflect on your program's purpose and priorities. What three to five qualities do you want every athlete and coach in your program to live out?

Examples: Respect, Commitment, Loyalty, Attitude, Work

1. _____
2. _____
3. _____
4. _____
5. _____

Step 2: Define Each Core Value in Action

What does each value look like in practice – for coaches, athletes, and the community?

Core Value

What it Looks like in Practice

Example: **Discipline**

Athletes show up on time, give full effort regardless of circumstance, and stay focused on fundamentals even when no one is watching.

1. _____

2. _____

3. _____

4. _____

5. _____



Step 3: Communicate and Reinforce

Core Value**How will I share and reinforce this value?**

Example: **Discipline**

I will model consistency in my own actions, set clear expectations, and recognize athletes who demonstrate discipline through preparation, persistence, and self-control.

1.

2.

3.

4.

5.

Step 4: Align Within The Athletic Department

Once you've outlined your core values, share them with your Athletic Director to ensure alignment with district policies and program goals.

Coach core values checklist

- Values are written, visible, and shared.
- Each value is defined in specific, actionable terms
- Coaches and athletes understand how values guide behavior
- Review and reinforce values regularly
- AD has reviewed and approved our final list

