



Character. Leadership. Sportsmanship.

A New, Exciting Program to Teach Character and Leadership to High School Student Athletes



character
development &
leadership

Created By Joseph M. Hoedel, Ph.D.

Program Highlights

Available for the 2017-2018 school year, this is be the perfect complement to the “classroom” curriculum that is currently used in 2,000+ high schools across this country. The goal of the Student Athlete Program is to develop the character and leadership of high school student-athletes in an athletic environment.

- We will have enough material to cover **3 athletic seasons a year for 4 years** without redundancy.
- Athletes will receive an online lesson plan **via an interactive app** on their devices (tablet, phone, computer) 7 days a week.
- Coaches will **follow up with athletes as they see fit**, fully understanding that some will talk about this daily, some weekly and some just during training camp.
- Coaches will also be provided with **team-building leadership exercises** to strengthen team unity, drive and cohesion.

To read more about the program, go to
www.characterandleadership.com/student-athlete-program



Student Athlete Program Character Traits

This program covers 3 athletic seasons a year for 4 years without redundancy. Each season covers 12 traits that coaches know will help their athletes perform better on and off the field. The following seasons focus on 12 new traits with fresh daily lessons. While this works better with a coach's involvement, individual coaches are free to use this program as they see fit.



SEASON 1	SEASON 2	SEASON 3
Commitment	Positive Attitude	Coachability
Desire	Enthusiasm	Passion
Determination	Initiative	Preparation
Perseverance	Effort	Grit
Appreciation	Teamwork	Sportsmanship
Discipline	Unselfishness	Competitiveness
Accountability	Trust	Caring
Humility	Good Judgment	Composure
Honesty	Integrity	Courage
Faith	Tolerance	Service
Leadership	Leadership	Leadership
Character	Character	Character

Program Content Delivered Each Week

This Student Athlete Program is designed to improve the character, leadership and sportsmanship of all athletes in a high school. Athletes will receive a daily lesson via an interactive app on their devices 7 days a week. These distinct lessons allow coaches to teach valuable lessons in a purposeful and consistent manner.

- **MONDAY LIFE LESSON** – Powerful pre-recorded video life lessons delivered by nationally recognized coaches and athletes.
- **TUESDAY SPORTS BLOG** – Dr. Hoedel will author a sports-based blog about current events related to character and leadership.
- **WEDNESDAY ROLE MODEL** – Students will read about a group of diversified sports-oriented role models that exemplify the traits covered in the program.
- **THURSDAY DILEMMA** – Students will respond to sports-oriented ethical dilemmas to teach decision-making skills and ethics.
- **FRIDAY PEP TALK** – Passionate speeches from coaches via YouTube will be viewable to get athletes ready for the big game.
- **SATURDAY MOVIE CLIP** – Segments from character-based popular sports movies will be viewed and discussed.
- **SUNDAY GOALS** – Student-athletes will complete short assignments to improve their individual and team performance.

Character was always the cornerstone of our coaching. We discovered that as the character of our students increased, so did our wins.

~ Coach Al Kerns (IA)

Sample Role Models (144 used in program)



Humility

KEVIN DURANT – Upon winning the Most Valuable Player award for the NBA, Kevin broke down in tears thanking his mother and each of his teammates for helping him win such a prestigious award.

Teamwork

KERRI WALSH-JENNINGS – Kerri is known as the ultimate teammate, earning 3 Olympic gold medals and 1 Olympic bronze medal in beach volleyball, becoming the most decorated volleyball player of all time.



Sample Ethical Dilemmas (144 used in program)

ETHICAL DILEMMA #1 – You have been elected team captain. During the season one of your teammates occasionally skips practice to go to her boyfriend's house after school. She doesn't get into trouble because she continually tells the coach that she's sick. You begin to see how missing practice is affecting her performance and the team's performance. Do you risk your friendship and tell the coach?

ETHICAL DILEMMA #2 – Your senior class is planning a trip to the Bahamas. This coincides with the state finals of the golf tournament. You are torn. Many of your best friends are going and want you to go. Your school has never made it to the state finals, but you are part of a strong team. The non-refundable deposit for the trip is due in February, before the season begins. What do you do?

ETHICAL DILEMMA #2 – About halfway through the season, you get injured and you cannot compete. You feel like you should spend your time getting healthy and catching up on your coursework. The coach tells you that he/she still wants you to attend all practices. How do you handle this?

ETHICAL DILEMMA #4 – Several three-sport athletes ask the coach for a two-week break from their respective spring sport before joining the team. Should the coach consider the rest time while maintaining rigid attendance for other team members?

Sample Blog Posts (144 used in program)

Each week Dr. Hoedel writes a sports-related blog post related to character and leadership. Imagine your athletes viewing such thought-provoking issues and your coaches discussing these relevant stories with them each week.



NEVER GIVE UP ON YOUR DREAMS

“I’ve been waiting on this dream for 36 years. Thank God it happened today.”

[READ MORE...](#)



DIVING FOR GOLD: PURE DESIRE

In the 400 meter finals at the 2016 Olympic games, Shaunae Miller of the Bahamas found herself losing the lead to defending Olympic champion, Allyson Felix of the United States of America. [READ MORE...](#)



U.S. WOMEN'S SOCCER TEAM SUES FOR EQUAL PAY

Members of the Women’s and Men’s National Soccer Team that plays in the World Cup and the Olympics get paid to play. The difference between the men’s team and the women’s team is alarming. [READ MORE...](#)



TRANSGENDER ATHLETES IN HIGH SCHOOL

... So, I went to an athletic director’s conference ... to learn about the ethical dilemmas they are confronting in sports. The first, last and only dilemma we discussed was the issue of questioning or transgender athletes. [READ MORE...](#)

We tell athletes to be leaders,
but they really don't know what that means.
This program spells it out for them.

Coach Ryan Cole
Chapin High School, SC



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