

Positive Coaching Alliance

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Our Mission Positive Coaching Alliance is a national non-profit developing Better Athletes, Better People by working to provide all youth and high school athletes a positive, character-building youth sports experience. [Learn more in this short video.](#)

One of the great life lessons in sports is that what gets rewarded gets done. That also applies in business, community building or any other team endeavor.

In this spirit, PCA annually honors outstanding coaches, high school athletes and others who bring about a positive, character-building youth sports environment. Because when others see a Double-Goal Coach ® or Triple-Impact Competitor ® rewarded, they more likely will emulate the honorees' examples.

And the more people pursue the ideals of the Double-Goal Coach or Triple-Impact Competitor, the more youth benefit.

In the process of identifying winners for our awards programs -- as well as the outstanding student-athletes who serve on our National Student Athlete Advisory Board -- we learn from some of the best hearts and minds around. These insights find their way into our workshops, online courses and other products and services.

Even as we honor great coaches and student-athletes, they honor the PCA Movement through their work and participation in our programs.

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