



SIDELINE STRONG

FREE TOOL 09 / 10

THE COACH OATH

A locker-room oath and the old coaching scripts it replaces.

FOR COACHES



POST IT IN THE LOCKER ROOM

THE SIDELINE STRONG COACH OATH

I COACH THE PERSON BEFORE THE PLAYER.

I WILL NOTICE WHEN SOMEONE CHANGES – ON THE FIELD OR OFF IT.

I WILL ASK, AND I WILL LISTEN WITHOUT FIXING.

I WILL NEVER MAKE AN ATHLETE EARN THEIR WORTH WITH THEIR PERFORMANCE.

I WILL KEEP EVERY INJURED ATHLETE ON MY TEAM.

I WILL CONNECT, NOT COUNSEL – AND I WILL NEVER CARRY A CONCERN ALONE.

HUMAN FIRST.

Coach signature

Team + season



THE REEDUCATION

UNLEARN THE OLD SCRIPTS.

Sport psychology has said it since the 1920s: the coach is the first psychologist an athlete meets. Every phrase teaches something. Make sure it's what you mean.

OLD SCRIPT	WHAT IT TEACHES	SAY THIS INSTEAD
"Rub some dirt on it."	Pain is something to hide	"Tell me what you're feeling. We'll figure it out."
"Pain is weakness leaving the body."	Ignoring your body is toughness	"Listening to your body is part of the job."
"Let me know when you're cleared."	You only matter when you can play	"You're still on this team. Here's your role this week."
"Leave it at the door."	Your life outside sport doesn't count	"What's going on outside of here that I should know?"
"Toughen up."	Struggling means failing	"Strong people ask for help. That's what I want from you."

HOW TO USE THE OATH

- 1 Preseason:** every coach reads it aloud and signs it.
- 2 Post it** in the locker room where athletes can see it.
- 3 Read it with captains** so they hold you to it.
- 4 Midseason:** check yourself against each line.

CONNECT ONE

THE FOUR DOORS

You don't have to fix it. You have to walk them to a door.

DOOR 01

Student Services

School counselor, social worker or psychologist

DOOR 02

A Trusted Adult

A coach or staff member they already talk to

DOOR 03

The Athletic Trainer

The adult who sees them most during rehab

DOOR 04

988 Lifeline

Free, confidential, 24/7 — call or text 988

988

Call or text 988 · Chat at 988lifeline.org

Worried right now? Don't wait and don't leave them alone. If someone is in immediate danger, call 911.

READY FOR THE FULL PLAYBOOK?

SIDELINE STRONG COACH CERTIFICATION

The annual reeducation behind the oath: the Ask ladder, the 24-Hour Rule + the full unlearn list.

→ HuddleForAthletes.com

HUMAN FIRST.

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