The Coach's Guide To Real Winning: Teaching Life Lessons to Kid in Sports encourages coaches to do their best to assist in the personal and athletic development of every player on their team. As a coach or as a fan, I agree to remember and implement the following Real Winning principles!

- It's about the kids...I will judge the success of a season, not by the number of games won, but by the number of kids that won!
- My priorities are the development of the child first, then the athlete, and then the specific sport my kids are participating in.
- To be a “Real Winning” coach or fan, I must create a relationship with the kids on my team, and to build a successful relationship, I must first establish trust. I will never engage in any conduct that is harmful to a child in my care.
- I will always remember that I am not personally competing ... the players are! I will keep my competitive energies in check and maintain a positive perspective to ensure that I exhibit a nurturing demeanor at all times.
- The pressure on our youth to make ‘right’ decisions as they grow up is greater today than ever before. My ultimate goal is to help ‘my kid’s’ make great decisions in the future.
- I know that ‘my kids’ are always watching how I respond to successes and disappointments and I will maintain a “Do as I do!” manner to lead by example. I will accept wins and losses with dignity and humility. Of utmost importance, I will always treat officials with respect, and never abuse them. Nor, will I allow members of my team or team parents do so.
- I will encourage a “best that you can do” philosophy for my player(s), and emphasize intra-competition, not inter-competition. I will ask my player(s) to compete with themselves to improve. This skill will serve them well in every future endeavor.
- I will do my best to ensure that I create a positive memory for ‘my kids’ by positively stressing the importance of self-discipline, respect, integrity, hard work, taking chances, making mistakes, and winning & losing with dignity!