



### Hillfoots Juniors Mission Statement

"Everybody Plays"

Our aim at Hillfoots Rugby Club is to create an environment where rugby can be played and enjoyed by everybody - all ages from 5 to 75 regardless of gender or ability. We value integrity, a positive attitude, commitment, and friendship as highly as we do rugby ability.

The Junior Club's motto is 'Everybody Plays' and this is central to our approach to rugby. We want to nurture all of our players by developing a club that has an inclusive team ethos, outstanding coaching, good facilities and a fun social environment. We aim to be recognised as the leading junior club in central Scotland for positive rugby.

In the Junior Club we will strive for excellence not only on the pitch but also through our coaching, volunteering, involvement with schools and reaching out to the local community. Whether you are a player, one of our valued coaches or helpers, supportive parent or sponsor, you are all part of the Junior Club and have a key part to play in our success.

**Hillfoots - where Everybody Plays**

We teach young rugby players these core values through rugby:

**Integrity**  
**Positive Attitude**  
**Commitment**  
**Friendship**

As a club we value:

**Long Term Player Development**  
**Quality Coaching**

**A Desire to Grow, Learn and Develop**

**Winners aren't born, they are made.**  
**We define our success through persistent effort, the right attitude, and great coaching.**



## **COACHING THE HILLFOOTS WAY**

### ***How do we develop young rugby players?***

We build our coaching philosophy on our strategic core values of Long Term Player Development (LTPD), Quality Coaching and a Desire to Grow, Learn and Develop (players and coaches).

We provide quality coaching through ongoing learning and development. In order to do this we need to work together as a coaching team as we don't want age groups to function as silos. We need knowledge to diffuse to all corners of minis and youth sections. We all coach according to our club's own LTPD plan established by club coaches with the input of the DO (based on the Scottish Rugby LTPD resources). All coaches are plugged into Scottish Rugby coach education by attending Rugby Ready Practical courses and coaching updates every year as well as UKCC courses and CPD events applicable/relevant to the specific coach. We value Long Term Player Development which makes the content of the Scottish Rugby LTPD resources (received during induction meeting) the corner stone of everything we coach. We create a coaching environment where all players are developed to reach their potential as we have a growth mindset and we believe that skilled individuals will add up to a winning team in the long run.

### ***How do we develop young people through Rugby?***

Our educational core values form the foundation of the life skills that we want to teach our young players: Integrity, Positive Attitude, Commitment and Friendship. Our team policies create a solid starting point for teaching these core values to youngsters in an understandable way.

At Hillfoots RFC we adopt the Double Goal Coach ethos which has two main aims:

1. Winning (which should translate to LTPD)
  - Learning to compete effectively
  - Wanting to win, not at all costs, but through concerted effort
2. Teaching young people vital, character building life skills through sport that will equip them for the future (refer to our educational core values)

In your role as a coach, you will inspire young people, develop their self confidence, facilitate the development of their rugby skills and give them a positive sporting experience. The Double Goal Coach ethos takes into account all aspects of positive coaching and gives you principles to follow so that you can create a positive team environment and equip yourself with the most effective methods and practices to use in your coaching career. The three key PCS principles and their specific coaching tools create the positive environment we need to develop young rugby players *and* develop young people through rugby.

These principles follow:

## 1. Honour our sport (ROOTS)

The first principle teaches young people how to honour their sport through teaching respect for rules, opponents, officials, team mates, and self.

<b>R</b>	<b>Rules</b>	<b>Always play by the rules</b>
<b>O</b>	<b>Opponents</b>	<b>Always respect your opponents</b>
<b>O</b>	<b>Officials</b>	<b>Always respect the officials</b>
<b>T</b>	<b>Team mates</b>	<b>Always respect your team mates</b>
<b>S</b>	<b>Self</b>	<b>Always respect yourself</b>

Youth sport should not be confused with professional or elite sport. The focus of youth sport should be around participation and enjoyment, a positive mental attitude and passion – values shared with professional and elite sport but without the ‘win at all costs’ mentality often associated at the elite end of sport. It is important to recognise that youth sport should not be about winning at all costs, but should be about the development of young people. Youth coaches need to behave in a different manner from those involved in professional sport. Within your sessions you should create a culture where honouring the sport is at the heart of everything you do. In other words your culture should simply be ‘the way we do things here’. As a Double Goal Coach you are one of the most influential people in a young person’s life. Through sporting activity you have a tremendous opportunity to instil and reinforce positive values and to be a positive guide in a young person’s journey through life.

As a coach, it is crucial that you teach young people respect (don’t assume they hear it at home and if they do then it still needs reinforcement) and how to honour our sport – that is why ROOTS is such a critical factor in becoming a Double Goal Coach as it enables young people to develop life skills in and out of sport.

## 2. Redefine 'winner' (ELM)

To help young people become successful in life, we should recognise that constantly focusing on winning the game or match is a short-term achievement and may hinder young people's long-term development.

We want young people to see beyond the scoreboard when taking part in rugby. True winning comes from giving the best possible effort, continually improving by learning, and maximising potential by not being afraid to make mistakes and learn from them.

**E**

Encourage **effort**, irrespective of outcome, helps player try harder the next time

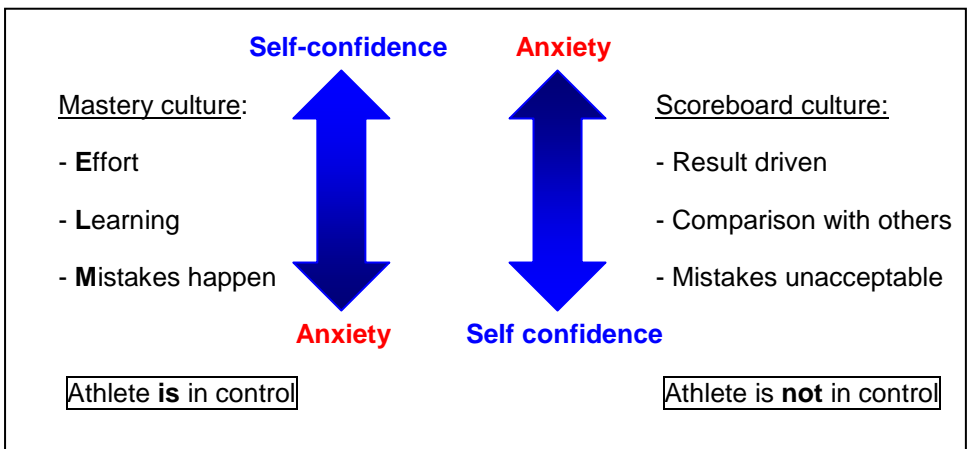
**L**

Every experience should be a **learning** opportunity. Young people don't learn when their only definition of success is winning on the scoreboard.

**M**

Double Goal Coaches recognise the importance of utilising **mistakes** as learning experiences.

Positive Coaching Scotland shifts the emphasis from a scoreboard culture (winning at all costs) to a mastery culture (winning through effort).



A winner in life is someone who:

- Gives their best at all times
- Continues to learn and improve
- Does not let mistakes, or fear of making mistakes, stop them from trying new things

### 3. Fill the emotional tank (ETANK)

Young people need to feel appreciated no matter what their ability. It is crucial that we encourage, teach, appreciate, provide non-verbal support and know how to praise.

<b>E</b>	<b>Encouragement</b> - Encourage your child by using verbal and non-verbal communication
<b>T</b>	<b>Teachable moments</b> - Rugby is a fantastic way of teaching life lessons. Coaches should utilise teachable moments.
<b>A</b>	<b>Appreciate effort</b> - Praise effort regardless of outcome. Pay special attention to effort goals.
<b>N</b>	<b>Non-verbal support</b> - Encourage and build confidence with positive body language.
<b>K</b>	<b>Know how to praise</b> - Use praise to develop mutual trust by giving truthful and specific feedback.

A young person with good self-esteem will have the confidence to try new things and make new friends. If they have confidence in themselves they will understand that if things do go wrong, they can put them right and continue to progress. In order to build self-confidence and self-esteem in young people, it is vital that coaches give consistent encouragement and praise. For many players, confidence is fragile and can waiver depending on performance. Additionally, negative comments from coaches or parents can discourage young rugby players and create anxiety. If a young person's tank is filled then they will have more confidence and will perform better. On the other hand, if their tank is empty then they will become negative, dispirited and give up easily.

<p><i>What drains the e-tank?</i></p> <ul style="list-style-type: none"> <li>• Criticising</li> <li>• Using sarcasm</li> <li>• Ignoring effort</li> </ul>	<p><i>What fills the e-tank?</i></p> <ul style="list-style-type: none"> <li>• Praising truthfully and specifically</li> <li>• Listening</li> <li>• Showing appreciation</li> <li>• Using positive body language</li> </ul>
<p><i>What effect does this have on the player?</i></p> <ul style="list-style-type: none"> <li>• Less coachable</li> <li>• Pessimistic</li> <li>• Gives up easy</li> </ul>	<p><i>What effect does this have on the player?</i></p> <ul style="list-style-type: none"> <li>• More coachable</li> <li>• Optimistic</li> <li>• Deals with challenges</li> </ul>

## Double Goal Coach Tools:

Below is a set of tools which are essential to the delivery of the Positive Coaching philosophy. As a Double Goal Coach they will help you create, promote and maintain a positive culture within your team/club/organisation.

### TOOLBOX

ROOTS	ELM	ETANK
<ul style="list-style-type: none"><li>• Match day policies</li><li>• Culture keeper</li><li>• Teaching and discuss</li><li>• Practise through practice</li><li>• Self control routines</li><li>• Teachable moments</li><li>• Direct approach</li></ul>	<ul style="list-style-type: none"><li>• Effort goals</li><li>• Rewarding effort</li><li>• Session plans</li><li>• Stretch goals</li><li>• Dealing with mistakes</li></ul>	<ul style="list-style-type: none"><li>• Buddy system</li><li>• Fun activities</li><li>• Magic ratio</li><li>• Constructive criticism</li><li>• Positive charting</li><li>• Behaviour management</li></ul>

These tools can be used in your current coaching sessions and no doubt during your coaching career you will be able to develop and implement them in the way that best suits your role. Details on these tools are discussed in the Double Goal Coach workshops. Ask your strategic culture keeper for more details on these tools.

For more information: <http://www.positivecoachingscotland.com/coaches.aspx>

For any questions on the club's ethos and the way forward for you as a coach, feel free to contact:

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