

# Assistant Coach Orientation Talking Points

## Atta Boy Coach™

### Opening

I don't need assistants to be perfect — I need them aligned. Our culture only works if players hear the same message from every coach.

### What We Coach

We coach effort, attitude, respect, and preparation before talent. Talent gets attention. Character earns trust.

### How We Correct

We praise publicly. We correct privately. We never coach from emotion. If discipline is needed, the Head Coach handles it.

### Communication Boundaries

Players communicate with coaches first. Parents do not coach from the stands or sidelines. We follow the 24-hour rule for emotional conversations.

### The Why

This system protects players, coaches, and the program. Consistency builds trust. Inconsistency collapses culture.

### Close

If you're aligned, I've got your back. If you're unsure, ask. We do this together.