



Dedicated to “transforming youth sports so sports can transform youth,” Positive Coaching Alliance (PCA) has conducted thousands of live group workshops nationwide for roughly 200,000 youth sports leaders, coaches, parents and athletes. PCA trains workshop attendees to create a positive, character-building environment for youth athletes, replacing the prevalent win-at-all-cost mentality.

PCA trains Double-Goal Coaches™, whose first goal is winning, and whose second, more-important goal is teaching life lessons through sports. This coaching method takes its name from “The Double-Goal Coach,” a book by PCA Founder and Executive Director Jim Thompson.

Since its founding as a non-profit within the Stanford University Athletic Department in 1998, PCA has affected more than 1 million youth athletes, ages five to 18. More than 400 youth sports organizations (YSO's), cities and schools partner with PCA to host workshops across the U.S., primarily near PCA's hub markets of Northern California, Southern California, Chicago, New York City and Washington, DC. Thousands of other coaches and parents learn PCA methods via online courses at www.PositiveCoach.org.

PCA has the support of elite coaches and athletes on a National Advisory Board that includes Los Angeles Lakers Head Coach Phil Jackson as National Spokesperson. The board's 60-plus members comprise luminaries from academia, business and sports, such as Kansas City Chiefs Coach Herm Edwards, NBA and NCAA Champion Coach Larry Brown, former senator Bill Bradley, NFL Hall of Fame Member Ronnie Lott, Olympic Gold Medalist in Swimming Summer Sanders, former San Francisco 49ers Coach Bill Walsh, former University of North Carolina Men's Basketball Coach Dean Smith, Cy Young winner Barry Zito, and Los Angeles Galaxy President Alexi Lalas.

PCA National Partners are American Youth Soccer Organization, Ice Skating Institute, Little League International, Pop Warner Little Scholars, US Club Soccer, US Lacrosse and USA Rugby.

PCA leads the Positive Coaching movement by participating in the Congressional Youth Sports Caucus and the Citizenship Through Sports Alliance. PCA also runs the National Youth Sports Awards, honoring coaches and organizations that exemplify PCA's principles, as well as two annual fundraising three-on-three basketball tournaments: the Silicon Valley Shootout and the Wall Street Shootout sponsored by New York Stock Exchange.

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