

Why Cornerstone?

- Cornerstone demonstrates a clear commitment on the part of the organization to deliver a youth sport experience that offers lifetime value to all families.
- To achieve growth, youth sports organizations must deliver a dynamic youth sports experience. Cornerstone helps elevate the youth sports experience - the current youth sports conversation often fails to highlight the lifetime value of community-based recreational sport programs.
- Cornerstone supports organizations, coaches and families recognize and promote the lifetime value sport provides to children.
- Cornerstone helps youth sport organizations change the conversation around youth sport and make organizational success easier to achieve and sustain.

What support will organizations be given post course delivery?

- Organizations are given access to the Cornerstone online training modules.
- Organizations receive ongoing support from Cornerstone staff.
- Organizations receive ongoing support from Cornerstone facilitators.
- Organizations qualify for consideration for all Recognition Programs.

How does Cornerstone help organizations SUPPORT coaches?

- Cornerstone works in harmony with the existing Coach Training initiatives.
- Cornerstone is designed to make the coaching experience more enjoyable.
- Cornerstone engages parents in the effort to deliver a more enjoyable youth sport experience.
- Cornerstone highlights the value of the coach to creating a positive youth sports experience.

FAMILIES

Why does Cornerstone fully engage parents?

- Parents are the most important people in a child's life, that is why Cornerstone fully engages the parents in the role they play in the creation of a dynamic family youth sport experience.
- Youth sports participation should be a fun experience, a shared family memory, Cornerstone encourages this thinking across all stakeholder groups.
- Parents will see a greater lifetime value in youth sports participation if they view it as valuable to the development of both their child's athletic & emotional development. Cornerstone have been developed using this foundational thinking.

Why does Cornerstone focus on the development of a coach's ability to deliver a youth sports experience that highlights life skills?

- It supports a conversation that youth sport can play a pivotal role in developing happier kids, healthier families and stronger communities.
- Every parent will see value in their child getting better at making friends, developing greater self-esteem, confidence and social skills.
- Cornerstone helps organizations, coaches and parents highlight all of these lifetime values.