

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.

COACHES

How does Cornerstone create a more enjoyable coaching experience?

- Cornerstone creates a conversation around youth sport that highlights the lifetime value of youth sports participation. This diminishes the emphasis on the outcome of the competition and the won/loss record.
- Cornerstone provides tools that engage the coaches and the parents in behaviors that support a conversation that youth sports participation supports the development of life skills.

How does Cornerstone support coach's ability to deliver a better youth sports experience?

- Cornerstone provides the coach with support that elevates the coaching knowledge and the ability to create an experience that offers greater lifetime value to each family.
- Cornerstone engages parents in the role they play in making the youth sports experience more enjoyable for everyone.

How does Cornerstone support coach's ability to deliver a better family experience?

- Cornerstone engages parents in understanding their role in creating a better youth sports experience.
- Cornerstone engages parents in the role they play and increases the possibility of the parents offering support to the efforts of the coach to create a dynamic family experience.