



Character. Leadership. Sportsmanship.

An App-Based Program to Teach Character  
and Leadership to High School Student Athletes



Created By Joseph M. Hoedel, Ph.D.

# Program Highlights

This program instills character, leadership and sportsmanship into high school athletes and improves the overall culture of the athletic department.

- Designed for **all athletes** in a school.
- We have enough content to cover **3 athletic seasons a year for 4 years** without redundancy.
- Athletes receive a short 2-5 minute online activity **via our interactive app** on their devices 5 days a week.
- Athletes respond to one question daily, which goes directly to their coach. Coaches then bring it into practice **as they see fit**.
- We also provide a **universal parent login** (cannot respond or view responses) that allows the parent and athlete to have conversations at home.

To read more about the program, go to  
[www.characterandleadership.com/student-athlete-program](http://www.characterandleadership.com/student-athlete-program)



# Student Athlete Program Character Traits

This program covers 3 athletic seasons a year for 4 years without redundancy. Each season covers 12 weeks. Each week focuses on a particular trait that helps athletes perform better on and off the field.



FALL	WINTER	SPRING
Goals	Goals	Goals
Commitment	Positive Attitude	Coachable
Desire	Enthusiasm	Passion
Determination	Confidence	Preparation
Perseverance	Effort	Grit
Appreciation	Teamwork	Sportsmanship
Discipline	Unselfishness	Competitiveness
Accountability	Good Judgment	Caring
Humility	Integrity	Composure
Honesty	Tolerance	Courage
Leadership	Leadership	Leadership
Character	Character	Character

# Program Content Delivered Each Week

Each week provides 5 distinct lessons to reinforce the featured trait. Athletes receive these lessons daily on their devices via our app. Coaches can choose how often to bring these lessons into practice.


- **MONDAY LIFE LESSON** – Powerful pre-recorded video life lessons delivered by coaches and athletes.
- **TUESDAY SPORTS BLOG** – Dr. Hoedel authors a sports-based blog about current events related to character and leadership.
- **WEDNESDAY ROLE MODEL** – Students read about diverse sports-oriented role models that exemplify each trait in the program.
- **THURSDAY DILEMMA** – Students respond to sports-oriented ethical dilemmas to teach decision-making skills and ethics.
- **FRIDAY MOVIE CLIP** – Segments from character-based sports movies are viewed and discussed.

## Minimal Effort = Maximum Results

Athletes spend **12 minutes** outside of practice each week to complete lessons.

## The Magic is in the Conversation

Coaches carve out **10 minutes** of practice time once a week to discuss one lesson with the team.

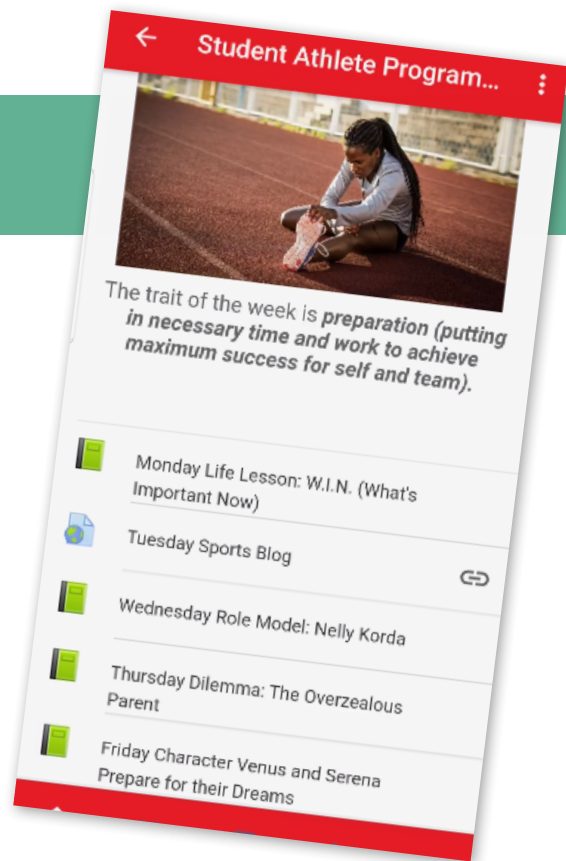


*Character was always the cornerstone of our coaching. We discovered that as the character of our students increased, so did our wins.*  
~ Coach Al Kerns (IA)

# Test Drive the App

Experience the app like your athletes will. Answer the question at the end of each lesson and evaluate the App.

- From your phone or tablet search the App Store and install the **Student Athlete Program app**.
- Log in with the following credentials:  
Username: **cd&L**  
Password: **Leadership!1 (case sensitive)**
- You are now logged in as an athlete and will see the program from that perspective.
- Select **my courses** and then choose **student athlete approach sample**
- Please select the following sample unit: **Season 1: Week 1 (Positive Attitude)**
- From this sample unit, you will see 5 lessons that look like this...





# Sample Ethical Dilemmas

**ETHICAL DILEMMA #1** – You have been elected team captain. During the season one of your teammates occasionally skips practice to go to her boyfriend's house after school. She doesn't get into trouble because she continually tells the coach that she's sick. You begin to see how missing practice is affecting her performance and the team's performance. Do you risk your friendship and tell the coach?

**ETHICAL DILEMMA #2** – Your senior class is planning a trip to the Bahamas. This coincides with the state finals. You are torn. Many of your best friends are going and want you to go. Your school has never made it to the state finals, but you are part of a strong team. The non-refundable deposit for the trip is due in February, before the season begins. What do you do?

# Sample Role Models

## Humility

Upon winning the Most Valuable Player award for the NBA, **KEVIN DURANT** broke down in tears thanking his mother and each of his teammates for helping him win such a prestigious award.



## Teamwork

**KERRI WALSH-JENNINGS AND MISSY MAY-TREANOR**

worked together to win 3 Olympic gold medals in beach volleyball for Team USA.



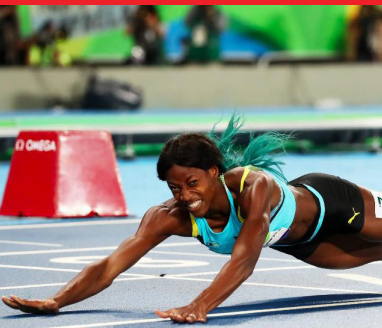
# Sample Blogs

## U.S. WOMEN'S SOCCER TEAM SUES FOR EQUAL PAY



Members of the Women's and Men's National Soccer Team get paid to play. The difference between the men's team and the women's team is alarming...

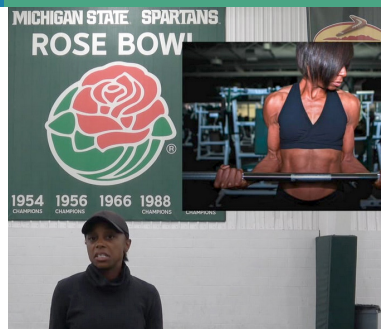
## DIVING FOR GOLD: PURE DESIRE



In the 400 meter finals at the 2016 Olympic games, Shaunae Miller of the Bahamas found herself losing the lead to defending Olympic champion, Allyson Felix of the United States of America...

# Sample Life Lessons

## "JUST DO IT" WITH BIANCA GUESS



A collegiate strength and conditioning coach speaks about not putting off your dreams and the importance of making it count.

## "TRUST" WITH KEITH HASKE

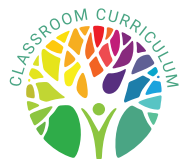


The long-time high school girl's and boy's basketball coach talks about the importance of "trust" as a leader and teammate.

We tell athletes to be leaders,  
but they really don't know what that means.  
This program spells it out for them.

Coach Ryan Cole  
Chapin High School, SC

## Two Ways To Teach Character and Leadership



character  
development &  
leadership

### IN THE CLASSROOM

Engaging relevant Classroom Curriculum teaches character and leadership to secondary school students



character  
development &  
leadership

### ON THE ATHLETIC FIELD

New app-based Student Athlete Program develops the character, leadership and sportsmanship of all athletes