



Club Resources

For Clubs, check out these resources found in the Culture > Defined Values and Guiding Principles competency. Now is a great time to take advantage and really set the culture and backbone of your club, leaders, coaches, and parents. The first short video with Penn State Head Football Coach, James Franklin, explains the important of values and connecting those values with athletes and coaches. The second resource is USA Archery's High Performance Ethos. The High Performance Ethos defines the culture that USA Archery wants to represent through our behaviors. We strive for these behaviors and values in our athletes, our coaches, our staff, our programs, and our teams. Ultimately, we believe that living out these behaviors and values will make us more successful as an organization and in return develop more successful individuals. We kindly invite all USA Archery members to join us in participating in these values and behaviors at our clubs, events, and programs. We invite you to read the Ethos and be a part of our culture.

The third resource is a great book by Dr. Wade Gilbert that guides coaches and club leaders through the seasons of the competitive cycle on coaching and leading the program to improvement every year. *Coaching Better Every Season* is available through Amazon or Human Kinetics webpages and covers a lot of information on developing and reinforcing program values and culture.

Culture > Defined Values and Guiding Principles

Resource 1

James Franklin - TEDxPSU - [Why we need core values](#)

Resource 2

[USA Archery High Performance Ethos](#)

Resource 3

[Coaching Better Every Season](#) Dr. Wade Gilbert