

# IT'S WORTH IT.

A Guilford D.A.Y. Initiative

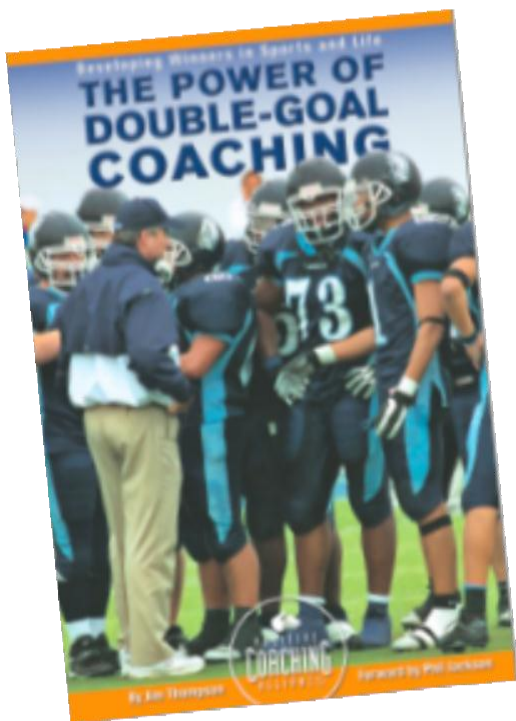
[itsworthitguilford.org](http://itsworthitguilford.org)

## GUILFORD COACHES WORKSHOP

### ***“Double-Goal Coach® I: Coaching for Winning and Life Lessons”***

*This interactive workshop begins by defining the Double-Goal Coach™ as one who strives to win and works to develop his/her team to play at its highest level, and, at the same time, teaches his/her players valuable life lessons about teamwork, dedication and bouncing back from mistakes.*

***Coaches will receive a Double-Goal Coach certification card upon completion of the workshop.***



Every participant will receive a copy of the new *Power of Double-Goal Coaching* book from PCA Executive Director, Jim Thompson.

This book provides 70 concise pages of practical ideas and tools to help coaches –from pee-wees to varsity – succeed with their dual role: to prepare their team to win, and to use competition to teach life lessons.



*"The Power of Double-Goal Coaching, Jim Thompson's latest book, is a terrific, concise summary of the impact a character-focused coach can have – for a season or a lifetime."*

*Phil Jackson*

*NBA Hall of Fame Coach  
NBA-record eleven championships*

**Saturday, February 9, 2013  
10:00 a.m. – Noon  
Guilford High School Library**

**FOR ANYONE WHO COACHES  
GUILFORD YOUTH --  
NO CHARGE FOR ADMISSION  
Coffee and bagels provided.**

**To register contact Kim Beckett at  
[kim.beckett@yale.edu](mailto:kim.beckett@yale.edu) or  
call (203) 214-6401.**