

A Coach's Credo

BY MARTIN ROONEY

I AM YOUR COACH.

YOU CAN TRUST IN ME.

I AM COMMITTED TO YOUR SUCCESS.

I WILL BE THERE WHEN YOU NEED ME THE MOST.

I WILL UNDERSTAND YOUR DREAMS.

I WILL BE THE FIRST TO BELIEVE THEY ARE POSSIBLE.

I WILL WORK TO FORM THE MOST EFFICIENT PATH TO HELP
YOU REACH THEM.

I WILL CHOOSE MY WORDS AND LESSONS WISELY.

I WILL KEEP ENTHUSIASM AND EMPATHY AT MY CORE.

I WILL DO MY BEST TO TAKE YOU WHERE YOU WANT TO GO.

YOU CAN TRUST IN ME.

I AM YOUR COACH.

Credo is Latin for literally, "I believe." The word is also defined as "a statement of the beliefs or aims which guide someone's actions." Every coach needs a credo as a reminder of not only the importance of his or her position, but also as a roadmap for his or her future coaching success.

The above is a credo that should be read by all coaches daily until the words are ingrained.

— Martin Rooney, author *Coach to Coach*

