

**The Coaching Association of Canada
Ethics Report**

TAKING TRUST TO THE NEXT LEVEL



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PROMISE & POSSIBILITIES

Trust Matters

1. Good sports depend on good coaches:

- Good sports in the sense of athletes fulfilling their best potential as competitors and as persons;
- Good sports in the sense of fair play, honouring the rules as well as competitors, and aspiring to the highest ideals of sporting achievement;
- Good sports in the sense of advancing technical excellence with integrity, with winning ethically the only acceptable standard of success.

2. Coaching at its core is an exercise in **trust**. Athletes depend on coaches for knowledge, guidance, inspiration and motivation. They rely on coaches to set the parameters by which athletes can strive for their best without risking injury or harm. And they count on coaches to learn what is right: both the right way to perform technically, and the right way to navigate through the ethical quandaries from the overriding pressure to win.

3. The burden of trust is such that **integrity** is an indispensable criterion for coaching. This imperative has two dimensions:

- Coaches in their actions and attitudes need to embody the values that they are promoting with their athletes for winning the right way;
- Coaches in their skill set need to **transmit** integrity to their athletes, forming ethical character as an integral aspect of sporting effort.

So what is Trust in Coaching?

Trust is a relationship based on **promise** and **duty**.

Relationship (of respect) with the athlete and team, but also with sport's bodies, officials and other coaches, as well as with parents, the hosting community, and society at large.

The **promise** (coaching responsibly) is manifold:

- to develop the athlete's potential;
- to create the **environment** for honest achievement;
- to make accessible the fun of participation and exhilaration of winning;
- to teach **skills** that develop proficiency, confidence and achievement;
- and to help shape the **character**, attitudes and sense of responsibility for winning the right way, and in fair play (**honouring sport**).

The **duty** (integrity in relations) is to know what is right - both to excel and to excel ethically - to teach, inspire, motivate, encourage, respect, challenge, support and exemplify what is **best** for the athlete, and what brings out the best in her or him.