

truenorthsports

ABOUT TRUE NORTH SPORTS

We provide innovative educational programs for coaches and students that build the people and leadership skills necessary to experience success and significance in their role within the team experience.

TRUE NORTH SPORTS - OUR WHY:

Coaches at all levels are trained in the X's and O's of their sport but very few are trained in the self-awareness, management, leadership or communications skills necessary to lead a program and their staff. Almost all coaches would say that their greatest stress comes from managing the people dynamics within their team, staff or department and yet we do very little to train coaches in these skill sets. Most coaches know their sport but very few know their HOW or their WHY they coach. Our goal is to develop competent, conscious and caring coaches while providing them a supportive community where they can collaborate and share ideas with coaches of ALL sports.



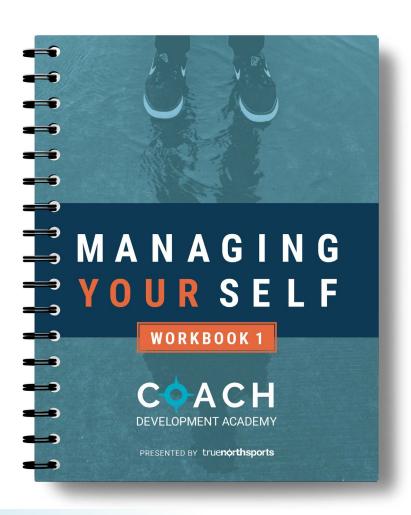
ABOUT THE COACH DEVELOPMENT ACADEMY

Virtual Courses designed to support coaches through a step-by-step process in developing their authentic philosophy, team culture, and program structure.

Our forthcoming 4-part Coach
Development Academy is for coaches
who are seeking to go beyond the
X's and O's of their game. True North
Sports guides coaches to "begin within"
to find their own internal compass
to build a culture that reflects their
values and vision.

truenorthsports.net/coach-development-academy







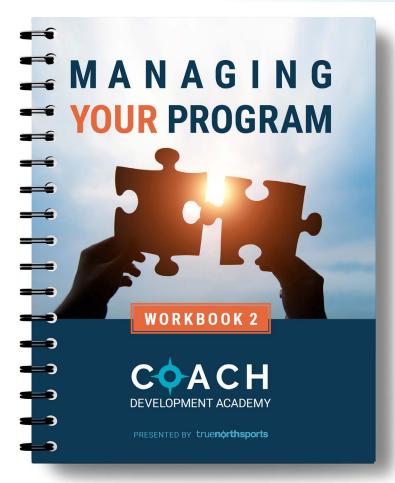
Managing Yourself is our foundational curriculum for coaches to understand the skills needed to be a professional coach. It is based on the concept that before you can manage and lead others, you first must learn to manage and lead yourself.

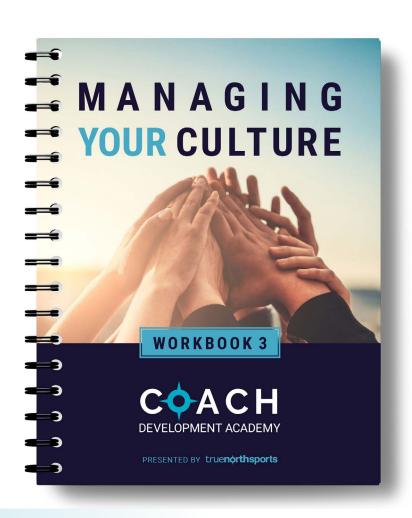
Click here to read Workbook 1

PART 2: MANAGING YOUR PROGRAM

This course is designed to help coaches create the organizational structure of their program in a way that supports the overall team mission and vision.

Managing Your Program provides tools and ideas on how to organize all the tasks that need to be done along with how to manage the people who are completing those tasks.





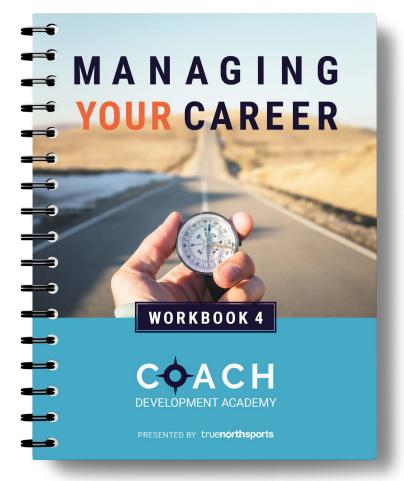
PART 3: MANAGING YOUR CULTURE

This class is designed to help coaches create a team culture that reflects their unique and authentic philosophy, vision and mission. *Managing Your Culture* is the HOW organizations will operate day to day to bring your WHY to life.

PART 4: MANAGING YOUR CAREER

This class is designed to help coaches navigate their professional coaching career. The first part of this workbook is designed to help coaches find success in the interviewing and hiring process. The second half of this workbook is dedicated to helping coaches move through the various career transitions.

Some examples are, providing a strategy to successfully move from an assistant coach role to a head coach for the first time as well as ideas for our more experienced coaches on how to transition out of coaching when the time is right.





WHAT'S INCLUDED?

- Hard copy of workbook
- Access to virtual platform with video lessons and other resources
- LIVE classes with top-notch guest speakers
- Certificate of Completion
- · Bonus Module: Career Advancement Toolkit

WHO CAN ATTEND?

The Coach Development Academy (CDA) is open to ALL coaches of ALL sports.

The CDA is open to male and female coaches and coaches of men's sports and women's sports.

The CDA is open to all coaching positions.

The CDA is open to head coaches, assistant coaches, graduate assistant coaches, directors of OPS, and volunteer coaches. We also welcome students interested in the coaching profession.

SAMPLE AGENDA FOR LIVE CLASSES:

- 90 minutes long
- · Welcome message from Celia or lead facilitator
- Breakout rooms to network and discuss chapter(s) of the week
- Big group discussion
- Intro guest speaker Live Q & A
- Closing comments highlight the following week's chapters and guest speaker All sessions are recorded and available on the Game Plan platform.

Since starting the Coach Development Academy in June of 2020, over 200 coaches have completed our courses.

Previous participants have come from some of the following schools:

Arizona State University
Arkansas Tech University
Bloomfield College

Brandeis University

Bucknell University

Charleston Southern University

Chestnut Hill College

Colorado State University, Pueblo

Fairfield University

Fresno Pacific University

Goucher College

Hope College

Illinois State University

Kentucky Wesleyan College

Marymount University

Missouri State

Montana State University

Morehead State University

Northern Arizona University

Penn State University

Sacred Heart University

Southern Nazarene

Stanford University

Tiffin University

UCLA

University of California, Berkeley

University of Connecticut

University of Florida

University of Kansas

University of Northern Colorado

University of Oklahoma

University of Oregon

University of Southern California

University of Texas

University of Utah

Ursuline College

Virginia State University

Walsh University

Washington State University

Williams College

Wilmington University

Testimonials



Mary Wise
Head Volleyball Coach
University of Florida

There are few professional development opportunities designed specifically for coaches, by coaches. No one does it better than Celia and True North Sports. Business models don't address the unique challenges of coaches – Celia goes right to the heart: how do we better the lives of our student athletes. I recommend Celia's work, no matter the method. The Coach Development Academy combined with their workbook series is a game-changer in the profession of coaching.



Head Women's Basketball Coach University of Oregon

I love being a guest speaker for the Coach Development Academy. This True North Sports program is rich in relevant content and that, combined with the live class interaction with coaches of all sports, makes this Academy a one-of-a-kind coach development experience. Whether you are a young coach or someone who has been in the profession for a while, the Coach Development Academy, will offer you skills and insights that will elevate your competence and confidence as a coach.



Anson Dorrance

Head Soccer Coach
University of North Carolina

I am always impressed with the quality of resources and programs Celia Slater of True North Sports creates to support the development of coaches of all sports. This workbook series combined with the virtual courses raises the bar for coaching professional development and is an amazing resource for any coach, regardless of experience, seeking clarity around WHY and HOW they coach.



Jen Rocha

Associate Head Softball Coach University of Oklahoma I am guilty of getting lost in competition and forgetting about the simplicity of the game and importance of the fundamentals. Celia and the True North Sports team do a phenomenal job of re-establishing the core fundamentals of what it takes to be a great coach and the best version of yourself. The Coach Development Academy is a great way to invest in yourself, push yourself to grow and be surrounded by other like-minded coaches from all sports.



Megan Knoblock

Men's and Women's Cross Country & Track, Assistant Coach Cornell University The Coaching Development Academy Live Class with Celia Slater was nothing short of incredible. The six-week course delivered on every level. We had the opportunity to connect and build relationships with coaches from high school, club, college and professional levels. We learned from experienced, intelligent, successful, and genuine speakers who shared their failures as much as their successes. Celia and all of the contributors created an interactive workbook that I know I will continue to reference throughout the duration of my (hopefully) long coaching career. Thank you to everyone who made this class so fun - we don't deserve you!



Anthony Randall

Women's Swimming, Associate Head Coach Fresno State University The Coaching Development Academy with Celia Slater put me on a path towards building the skills I want to be the type of coach I want to become. It was nothing short of amazing being able to interact and bond with coaches from college, high school and club of many different sports, especially during the Covid isolation. The discussion and exercises throughout the class allow you to look inward towards becoming a better person which help result in becoming a better coach. The value alone of hearing from the guest speakers on their challenges, success and growth make the class in itself worthwhile. The class gave me a safe space to feel confident in expressing my vulnerabilities of being a male coach of a female team. I feel fortunate for the opportunity to be a part of the great work Celia has developed within this program. This course truly goes beyond the X's and O's.

A Few of Our Amazing Guest Speakers:



Kelly Graves
Head Women's Basketball Coach
University of Oregon



Lonni Alameda

Head Softball Coach

Florida State University



Kevin Hambly
Head Volleyball Coach
Stanford University



Becky Burleigh
Head Soccer Coach
University of Florida



Roland Thornqvist
Head Women's Tennis Coach
University of Florida



Jenny Boucek
Assistant Coach
Dallas Mavericks



Jacqie McWilliams

Commissioner

CIAA Conference



Buddy Teevens
Head Football Coach
Dartmouth College



Don Hill-Eley
Head Football Coach
Alabama State
University



Jennifer Rocha

Associate Head
Softball Coach

University of Oklahoma



Jaime Gordon

Head Volleyball Coach
and Athletics Director

Morehead State University



Holly Hesse
Head Softball Coach
Missouri State
University



Dr. Tiffany Jones

Certified Mental Performance
Consultant Coach

XFactor Performance



Shimmy Gray-Miller
Assistant Women's

Basketball Coach

Clemson University



Theresa Beeckman
Team Culture Consultant,

Team Culture Consultant, Athletics Speaking Team **Growing Leaders Inc.**



Bryan Shelton

Head Men's

Tennis Coach

University of Florida



ABOUT CELIA SLATER

Chief Visionary of True North Sports Athletics Strategist, Creative Coaching Visionary, and Impassioned Leader

Pioneering, forward-thinking and solution-focused, Celia Slater is the owner and founder of True North Sports. She is a nationally-recognized leader committed to providing professional development opportunities for coaches of all sports. Celia brings nearly 30 years of unmatched experience in college athletics as both an organizational head and a collegiate basketball coach, most recently serving as co-founder and executive director of both the NCAA Women Coaches Academy (WCA) and The Alliance of Women Coaches (Now WeCoach).

Celia's core beliefs rest in the power of emotional investment in reaching one's own "true north" to achieve the height of victory as a coach, not just in accolades, but by successfully understanding one's self, being authentic, and communicating with one's players to have a mutually-beneficial relationship.

Celia's creativity, passion for equality in athletics, and extensive experience as a "coach of coaches," make her a highly sought after speaker and consultant.

Contact Information:

Celia Slater
CEO, Chief Visionary
Celia@TrueNorthSports.net
727-517-6764



