

Transformational Purpose Statement

Think of creative ways to keep your transformational purpose statement within view daily as a constant reminder of WHY you do, what you do. As an example, one Athletic Director even airbrushed his Transformational Purpose Statement on his office wall! Now it's your turn to think of some great ideas, but here are a few suggestions:

- Frame your 3D Coaching certificate and hang it in your office
- Print your purpose statement on your practice plan templates
- Keep your purpose statement on your computer/mobile device screensaver(s)

	"To" Strategies	"Through" Strategies
2nd Dimension		
Motivation	✓	
Confidence		
Emotions		
Team Cohesion		
Goal Setting	✓	
3rd Dimension		
Identity		
Character		
Significance	✓	
Self-Worth		
Values	✓	
Purpose	✓	

*Because many 3D strategies have multiple level 2 & 3 implications, these checkmarks do not likely display their full scope of impact. We have tried to limit the number of checkmarks to the most obvious applications to make the planning process easier.

When will this strategy be executed?

☐ Pre-Season ☐ In-Season ☐ Post-Season ☐ Off-Season

Notes: