

Positive Coaching and Leadership Group (PCLG) Newsletter (Vol. 1, Spring 2022)

March 31, 2022



Welcome to PCLG!

Welcome to our first quarterly newsletter for Positive Coaching and Leadership Group (PCLG). We are excited to be able to connect with you and give updates on what is happening with our progress toward improving the well-being of athletes, coaches and parents. Our goal is to reach out quarterly and share with you the following:

- Message from the CEO
- PCLG updates
- Testimonials
- Program Spotlights
- Suggested Reading and Research
- Social Media Highlights
- Upcoming Events

Message from the CEO, Colleen Kelly Finegan



Hello and welcome to our inaugural newsletter! I want to start by sharing with you my journey and how we decided to start our non-profit business. I have been a speech pathologist for the past 20 years and love what I do, but something was missing. Through coaching middle and high school basketball the last 10 years, I discovered what a difference (both positive and negative) a coach can have on a young athlete. I wanted to learn more about how to be a positive coach so I can have a more meaningful impact on my athletes. This led me to The University of Missouri. In 2022, I received my M.Ed. in Counseling Psychology with a focus on Positive Coaching and Athletic Leadership. I want to use what I learned to help as many athletes, coaches and parents as I can.

Working with my Dad, Bill Kelly, who has started and managed several small businesses, we formed PCLG as a 501c3 non profit in late Fall 2021. Our mission is to improve athlete performance and well-being through the teaching of mental skills. We want coaches to create a positive culture in which athletes can be competitive and advance their sport skills but also walk away feeling positive, successful and mentally strong. By teaching mental skills (such as visualization, positive self-talk, goal setting and self-compassion), athletes can improve their well-being both on and off the playing surface. Athletes learn in different ways and it is critical that coaches connect with them on an individual level. PCLG would like to help all coaches take a holistic approach to coaching, to work with their athletes in a positive way, consider their well-being and help them achieve flow.

[Read more on our website!](#)

PCLG Updates

Over the past 3 months, we have been providing mental skills training to athletes, coaches and parents in several schools and organizations. This quarter we have worked with the following:


- LM Hoops Boys Basketball
- LM Girls' Hoops
- Mission 5&2 Basketball
- Power of 3, LLC, Rowing
- Germantown Friends Middle School Students
- Germantown Friends High School Girls Lacrosse
- Shoreshots AAU Girls' Basketball/Hoop Group Headquarters
- Volunteer virtual Mental Skills Training with high school students In Missouri

To date, PCLG has reached a total of:	
Athletes	368
Coaches	33
Parents	25

Testimonials

“Coach Colleen entered our lives at the perfect time. She has provided my son with mental strengthening strategies to help him with his basketball game, as well as, his own life. We cannot say enough wonderful things about Colleen. Her knowledge of the game and what it takes to become a successful athlete, are immeasurable. Colleen is a pleasure to work with, kind, and flexible. Her mental strengthening exercises are exactly what my son needed at this point in his life.”

Meghan B. (parent)



PCLG - The Data

Each quarter, we will share data that we obtain through our various programs. The following results are from a survey given to 47 middle school students before and after a 3-week mindset training program that focused on teaching mental skills such as visualization, goal-setting and mindfulness.

Data from PCLG Middle School 3-week Mindset Program	BEFORE	AFTER
I know what mental skills are	83%	100%
I am able to turn my negative thoughts into positive ones	22%	95%
I am able to mentally recover after I make a mistake	48%	95%
I sometimes feel successful even if I don't win the game or ace the test	59%	68%
I am open to new ideas and suggestions to help me get better	76%	100%
I am able to handle pressure well	41%	79%
I am able to stay calm and relaxed before a game or test	37%	89%
I feel confident in my ability to play sports or do well in school	54%	84%

Suggested Reading and Research

“A Most Beautiful Thing: The True Story of America’s First All-Black High School Rowing Team”

by Arshay Cooper

This is a true story about how a group of young black men from the West Side of Chicago overcame the odds and temptations from gangs and drugs and came together to form a successful high school crew team. This book follows the lives of several young men from the perspective of Arshay Cooper, who is now a motivational speaker and founder of a non-profit in Brooklyn, NY. Arshay describes how he took a chance on a sport that changed his life forever. He faced adversity, racism, criticism and self-doubt. With the help from his coach, Ken Alpart, he was able to learn mental skills and mental toughness. Ken Alpart, to me, was the epitome of a positive coach, considering his athletes’ individual needs and focusing on growing their confidence on the water and in life.

I was fortunate to speak with Arshay via zoom in January about his experience rowing and how he is applying what he learned to his life. He shares a mission similar to PCLG, being “deeply passionate about motivating individuals to be the best version of themselves.” He currently works with underprivileged youth in Brooklyn to introduce them to the sport of crew. While he focuses on the technical and physical part of the sport, he recognizes the need to begin training the emotional and mental part of sport as well.

“Leadership is not the position, but the action you put into it.”
-Arshay Cooper



Social Media Updates

Social media accounts have been set up! Follow us:

Instagram [@pclg.21](#)

Facebook [@PCLG.21](#)

Twitter [@PCLG21](#)

Upcoming Events

June 23 marks the 50th anniversary of Title IX, a federal civil rights law in the US that was passed as part of the Education Amendments of 1972. It prohibits sex-based discrimination in any school or education program that receives funding from the federal government. This includes athletics, which are considered an integral part of an institution's education program. Title IX opened the doors and removed barriers for girls and women. Since its passage in 1972, female participation in sport has grown exponentially. Stay tuned for next quarter's newsletter that will celebrate Title IX and women in sports!!

If you know any athletes, coaches or parents that would benefit from mental skills training, please send us an [email!](#)

Click [here](#) if you would like to donate and help support PCLG and our mission to improve athlete performance and well-being.

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