



## Belonging by Design: Coach Season Goal Sheet

In June, you reflected on the season through five environments—social, emotional, physical, mental, and professional—and identified areas for growth. This planning guide helps you turn those insights into three specific goals for the upcoming season.

Haven't completed your June Reflection yet? Start here: [A Coach's Guide to Reflecting Beyond the Scoreboard](#)

Each goal has three components: the athlete experience you want to create (outcome goal), the evidence that shows it's happening (performance goals), and the actions you'll take to make it happen (process goals). Start with the process goals. They're the actions you control, and they're what ultimately drive the outcome.

OUTCOME GOAL	The big-picture change you want to see. This is your “what.” It’s aspirational and describes the end result for the athlete’s experience.
PERFORMANCE GOALS	The measurable markers that tell you it’s working. These are your “how will I know?” checkpoints, things you can observe, count, or ask about.
PROCESS GOALS	The daily and weekly actions you’ll take. These are your “what will I do?” steps, specific, concrete, and entirely within your control.

### HOW TO USE THIS SHEET

1. Revisit your [Coaching HER® June Season Debrief Checklist](#). Look at the environments where you checked the most “No” or “Partly” boxes.
2. For each goal, start with what you noticed was missing for her.
3. Write the outcome goal first (the change she’ll experience), then work backward to the performance and process goals.
4. Be specific. “Be a better coach” isn’t a goal. “Learn every athlete’s name and one non-sport fact by Week 2” is a process goal that serves the outcome of every girl feeling known.



## Three Examples: From Reflection to Goal

Each example starts with what a coach noticed in the June debrief, then shows how it becomes a layered goal.

### EXAMPLE 1: BODY CONFIDENCE

**From my June reflection:** I checked “No” on several items in the Physical Environment. I realized I’ve never formally addressed body talk on my team, and I made comments about my own body in front of athletes.

#### OUTCOME GOAL

Create a team environment where no athlete’s body is ever the subject of commentary and where every girl feels confident in what her body can do, not anxious about how it looks.

#### PERFORMANCE GOALS (how I’ll know it’s working)

- Zero body-related comments (from me, staff, or athletes) go unaddressed for the entire season
- At least 80% of athletes report feeling comfortable in their body on this team on an anonymous mid-season check-in
- No athlete sits out of a drill or avoids a team photo because of how she feels in her uniform

#### PROCESS GOALS (the actions I’ll take)

- Read the [Body Confident Coaching Key Takeaways](#) document before the season starts
- Draft a Body Talk Free Zone team agreement and introduce it during the first team meeting
- Post the agreement visibly in the locker room or team space
- Redirect any body commentary I hear immediately, every time, including my own
- Replace all appearance-based feedback with functionality-based feedback (“Your first step was explosive” instead of “You look strong”)
- Review uniforms before the season: eliminate white bottoms, offer style choices, ensure full size range



## EXAMPLE 2: KNOWING HER AS A WHOLE PERSON

**From my June reflection:** In the Social Environment section, I realized I knew my athletes' stats but couldn't name what most of them cared about outside of sport. I didn't consistently use everyone's preferred name.

### OUTCOME GOAL

Every girl on my team feels personally known, valued, and connected to me, not just coached.

### PERFORMANCE GOALS (how I'll know it's working)

- I can name one non-sport fact about every athlete on my roster by Week 3
- At least three athletes voluntarily come to me with a non-sport concern or share something personal during the season
- Athletes report feeling "known by my coach" on an anonymous end-of-season survey

### PROCESS GOALS (the actions I'll take)

- Create a brief intake form (name, one thing she loves outside sport, one goal for the season) and send it with the welcome email
- Hold a 5-minute 1:1 with each athlete during the first two weeks, just to listen, not to evaluate
- Complete the Coaching HER® module on creating girl-centered environments before the first practice
- Use athletes' names (not just numbers or positions) in every interaction
- Start one practice per week with a non-sport check-in: "What's one good thing that happened this week outside of here?"
- Learn and use every athlete's preferred pronouns from day one



### EXAMPLE 3: EFFORT, GROWTH & JOY

**From my June reflection:** In the Emotional Environment, I was honest that I rewarded winning more than trying. I also realized I rarely explained why we were doing a drill, I just told them what to do.

#### OUTCOME GOAL

My team culture values effort, risk-taking, and fun over winning. Every athlete can name an area where she personally grew this season.

#### PERFORMANCE GOALS (how I'll know it's working)

- Every athlete can articulate one specific way she improved (not just scored or won) by end of season
- Retention rate improves compared to last season
- Athletes rate “fun” and “belonging” as top experiences on the end-of-season survey

#### PROCESS GOALS (the actions I'll take)

- Recognize at least one athlete per practice specifically for effort, bravery, or resilience—not outcome
- Use the phrase “You can’t do it yet” every time an athlete says “I can’t”
- Explain the “why” behind every drill before running it (takes 30 seconds, changes everything)
- Give athletes a voice in at least one decision per week (practice design, warm-up, team norms, music)
- Ask “How did you do that?” after a great moment to help her own her success
- End every practice with one thing the team did well—focused on effort, connection, or growth



## My Three Goals for This Season

Use the examples as a guide. Start with what your June reflection revealed, then build the goal from outcome to process.

### Goal 1: What I'll Do Differently

#### START WITH YOUR JUNE REFLECTION

The environment I scored lowest on: \_\_\_\_\_

What I noticed was missing for her: \_\_\_\_\_

#### OUTCOME GOAL

The big-picture change I want to see in her experience:

\_\_\_\_\_

\_\_\_\_\_

#### PERFORMANCE GOALS

How I'll know it's working (what I'll observe, measure, or ask about):

1. \_\_\_\_\_

2. \_\_\_\_\_

#### PROCESS GOALS

The specific actions I'll take (daily, weekly, or before the season starts):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

When I'll check in on this goal: \_\_\_\_\_



## My Three Goals for This Season

Use the examples as a guide. Start with what your June reflection revealed, then build the goal from outcome to process.

### Goal 2: What I'll Do Differently

#### START WITH YOUR JUNE REFLECTION

The environment I scored lowest on: \_\_\_\_\_

What I noticed was missing for her: \_\_\_\_\_

#### OUTCOME GOAL

The big-picture change I want to see in her experience:

\_\_\_\_\_  
\_\_\_\_\_

#### PERFORMANCE GOALS

How I'll know it's working (what I'll observe, measure, or ask about):

1. \_\_\_\_\_

2. \_\_\_\_\_

#### PROCESS GOALS

The specific actions I'll take (daily, weekly, or before the season starts):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

When I'll check in on this goal: \_\_\_\_\_



## My Three Goals for This Season

Use the examples as a guide. Start with what your June reflection revealed, then build the goal from outcome to process.

### Goal 3: What I'll Do Differently

#### START WITH YOUR JUNE REFLECTION

The environment I scored lowest on: \_\_\_\_\_

What I noticed was missing for her: \_\_\_\_\_

#### OUTCOME GOAL

The big-picture change I want to see in her experience:

\_\_\_\_\_  
\_\_\_\_\_

#### PERFORMANCE GOALS

How I'll know it's working (what I'll observe, measure, or ask about):

1. \_\_\_\_\_

2. \_\_\_\_\_

#### PROCESS GOALS

The specific actions I'll take (daily, weekly, or before the season starts):

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

When I'll check in on this goal: \_\_\_\_\_



## MORE OUTCOME GOAL IDEAS

- Normalize menstrual health so no athlete ever has to choose between her period and her sport
- Build a team culture where athletes support each other through mistakes instead of reacting with frustration
- Ensure every athlete—regardless of body type, background, or ability—feels confident and comfortable in her uniform
- Create a parent partnership where families reinforce the team's values around effort, body confidence, and belonging
- Invest in my own growth by completing two Coaching HER® modules and building a weekly reflection habit
- Challenge gender stereotypes on my team by celebrating assertiveness, competitiveness, and physicality in girls

## REMEMBER

The outcome goal is what she'll experience. The performance goals are what you'll measure. The process goals are what you'll do. Start with the process—that's the part you control—and trust that the outcome follows.