Coaching the Coach

Coach’ Em Up Principle:
A coach can influence more lives in a single year than most people can in a lifetime.

Training Value:
Ministry Programs (Excellence)

Game Plan:
Billy Graham once said that a coach could impact more lives in a year than most can in a lifetime. He then posed the question, “Who is coaching the coach?” We answer that question with FCA! We believe that God has positioned FCA to engage, equip and empower coaches at every level. God has called us as a ministry to minister first to the coach and then through the coach.

The role of the coach has obtained idolized proportions in our society today. Sports, in the American culture, have become an icon of popularity from the very young to the elderly. We now spend more time watching, reading or actively being involved in sport activities than any of other life’s discretiona l domains. Because of this cultural focus, the coach has become the “point person” for this societal phenomenon. In fact, research reflects the coach as one of the most influential persons in the American life. Two of the most powerful words in our society are, “Coach Says.”

The coach now takes on the role as an authority figure for many of the traditional American ethos (commitment to goals, team first attitudes, excellence of cause and life attributions). For many reasons, these value systems are lost or deemphasized in the home environment. It is with this premise that FCA is making a concerted effort to come alongside the coaches’ fraternity and their respective spouses to help encourage, train and plan ways to fulfill the mission statement of FCA.

The mission statement of FCA is to “present to athletes and coaches, and all whom they influence, the challenge and adventure of receiving Jesus Christ as Savior and Lord, serving Him in their relationships and in the fellowship of the church.” At no other time in our history has this influence ever been as “front page” as the present. We need to begin a journey to come alongside coaches directly so as to help them discern their “completed” purpose of becoming legacy builders to whom all they influence. That is, the coach discovers “Winning God’s Way.”
There are four categories of coaches in the culture today:

**LEVEL 1:** Those who are not believers and are opposed to a Christian influence

**LEVEL 2:** Those that are not believers but are curious about the Christian life

**LEVEL 3:** Cultural Christians who are struggling with life’s issues and are frustrated with the profession’s struggles (faith, family and finances)

**LEVEL 4:** Those that discovered the joy of coaching by connecting their coaching legacy with God’s planned purpose

FCA staff needs to work with all four groups. Your vision should entail establishing a plan to reach coaches that focuses on **influencing** (staff preparation for Level 1 coaches), **equipping** (planting relationships with Level 2 & 3 coaches), **training** (growing small group discipleship for Level 3 & 4 coaches), thus, **mobilizing** (harvesting new LEVEL 4 coaches that would multiply the mission of FCA).

It is with unmatched joy, from an FCA staff perspective, to witness the coach and his/her family fulfilling God’s purpose to be a great coach with an even greater message. We can equip a new generation of coaches to share the Gospel.

Remember, we minister to and through coaches. We recognize the role of the coach in our society today. Because a coach can impact more people in a year than most can in a lifetime, we will take the time to minister to the heart of a coach. We desire to see coaches grow deeper in their relationship with Christ, not what they can do for our ministry.

**Make a Play**

It’s time to make a play. Circle up with other FCA staff and work through these questions:

1. Make four columns with Level 1 through 4. Write in three coaches’ names under each level based off the description of the levels above.
2. Pray and ask God how you can minister to your coaches. What ways can you meet them where they are?
3. Develop a plan to reach out to each of the coaches. Maybe one specific action point.
4. Go and do it!