

FOR ATHLETIC DIRECTORS

The PD Your Coaches Already Asked For

Know Your Team. Lead Your Season. Build Your Culture.

A recent national Coach & Athletic Director survey found "finding quality assistants" is the #1 concern nationally — up from #10 the year before — and team culture/cohesion is coaches' #1 requested professional-development topic. This starts as a one-team pilot, not a department mandate: no PO required to try it, no district rollout, no ongoing admin on your end.

80% of coaches name "finding quality assistants" as a top concern nationally — the single biggest mover in the 2026 Coach & AD survey, up from #10 the prior year.

What's Included

- Three role-based assessments — Leader/Captain, Coach (plus a Coaching Range adaptability score), and Teammate
- An 8-week program plus a bonus support week — about 5 minutes a week for the coach, 15 minutes for the captain
- Roster & Clash Finder and Captain Candidate Finder for the Coach Portal
- Four digital workbooks (Leader, Coach, Teammate, Assistant Coach Guide) — instant access on any device, printable for anyone who wants a physical copy
- A Week 8 certificate for every athlete

Pricing — Founder's Rate for School & Nonprofit Programs

Tier	Price	What You Get
Team	\$495	1 coach, 2 captains, up to 15 teammates — one team, one time.
Program	\$795	Up to 40 people across 6 teams, 5 coaches, 6 captains — under \$20/head.
Multisport	By quote	Full department license, flat annual fee — sales-assisted, not self-serve.

Why Pilot-First

- Flat, one-time Team/Program pricing or a single annual PO for Multisport — no per-seat billing to reconcile
- Low-prep for you: about 5 minutes a week to read your own playbook entry, while the captain runs their own piece with the team
- A shared four-style vocabulary that runs JV through varsity and survives a coaching change
- Free Trial Week to preview with one team before anything is purchased

Start with a free Trial Week — no PO required.

goodteamleader.com • Questions? Enroll@GoodTeamLeader.com