



# Shaping Kids' Lives Through Sports

## *More Than A Tagline*

### **Tony Korson, CEO of Koa Sports League**

At Koa Sports we eat, sleep, and breathe sports! We are a non-profit community organizer with more than seven years of experience, during which we have coached up more than 8,000 athletes. Our mission is Shaping Kids' Lives Through Sports. I'd like to dive deeper on what this means to your athlete. Here are the top 5 ways we believe Koa Sports is truly shaping kids' lives:

- 1. Friendships:** Youth sports teams are a low stress platform for kids to meet others in their age group with similar interests. Teams can be formed by school, neighborhood, or tryouts. This provides opportunities for kids to connect, hang out, and develop meaningful relationships for life; the common bond is youth sports.
- 2. Mastery:** Winning isn't everything; working hard is! Skills training, conditioning, early morning practice, and becoming a student of the game are proper steps toward mastery. Performances may appear unblemished, like a 10-10 performance from the free throw line or 4-4 batting in a baseball game, but mistakes (turnovers or errors) could have been made in the game. Perfection is never achieved in sports, which is why we love playing and watching! Metrics for success should not be going undefeated, rather improving, learning, and achieving obtainable goals.
- 3. Failure:** Making mistakes is ok; bouncing back and properly correcting these errors is paramount for development. Adversity shapes athletes. We know losing, getting cut, sitting on the bench, and being left off All-Star Teams is not fun. Failure should inspire athletes to work harder, strive for mastery, and enhance their competitive spirit. There's a right and wrong way to handle adversity. Blaming coaches, making excuses, and helicopter parents complaining to coaches/athletic directors is ruining youth sports. We teach our athletes to be resilient and learn from failure...the bench should be the ultimate motivator!
- 4. Fair Playing Time:** Playing time is earned, not given. Our full-time program directors create playing time policies for Koa's youth teams. The director also trains Koa's paid coaches to enforce our rules and provide an amazing experience. Our coaches adhere to four core beliefs: positive, dedicated, team-first, and fun. We believe these trained/experienced mentors provide unbiased opinions for playing time, create efficient player rotations, and build team chemistry. Parents pay the Koa organization instead of directly paying coaches; Koa pays and trains the coaches. Coaches are armed with playing time policies from Koa management and have no obligation to favor players based on parent compensation.
- 5. The Process:** Navigating the world of youth sports can be tiring, stressful, and downright confusing. That's why we're here. We provide both parents and kids with a plan. We have 4- to 10-year development plans as well as metrics data (by age & level) for parents and players to gauge their ability. Most importantly, we have a full-time staff dedicated to guiding athletes and parents with questions they may have along the way. We don't want you to go it alone...that's what we're here for.