



**CHEER ATHLETICS TELFORD**  
**Coaches Charter**

| <b>BEHAVIOURS WE DISCOURAGE</b>  | <b>BEHAVIOURS WE ENCOURAGE</b>            |
|----------------------------------|---|
| Aggression towards athletes      | Confidence, positive, and encouraging     |
| Negatively singling out athletes | Showing initiative and quick thinking     |
| Not leaving baggage at the door  | Consistency                               |
| Being a “hero coach”             | Treating others as you want to be treated |
| Talking over other coaches       | Delegating responsibilities               |
| Using inappropriate language     | Being a role model                        |
|                                  | Creating a fun atmosphere                 |
|                                  | Equity                                    |