



# 2 minute drill *for coaches*



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monthly tips from Positive Coaching Alliance

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## Targeted Symbolic Rewards

As Double-Goal Coaches we like to see our players excel for internal reasons rather than simply to gain external rewards. Targeted Symbolic Rewards can be a powerful tool for recognizing a player's achievements, without undermining internal motivation.

To start, make the reward truly symbolic, something not valuable in its own right – a sticker for example. The recognition, not the reward, must command center stage. Kids will do anything for a sticker, and at some point coaches stop the practice of handing them out for fear that it's too juvenile. However, we see that even college football players are very proud to get stickers on their helmets!

Second, be sure to target your rewards to behaviors that you want to see more of. Not everyone has the talent to make big plays, but everyone can increase his effort. If players regularly get rewards for hustling, you will see more hustling, guaranteed.

adapted from *The Double-Goal Coach* by Jim Thompson



To purchase this and other books by PCA Executive Director Jim Thompson, please visit:  
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