



AACE

ATHLEADERSHIP
ACADEMY IN
CHARACTER
EDUCATION

WHAT OUR PARTICIPANTS SAY

Character Goes the Distance

The High School Athleadership Academy in Character Education (AACE) provides specialized character education skill-building for secondary school athletes. By adapting its K-12 evidence-based process specifically for high school coaches and their athletes, CharacterPlus helps teams move beyond the default "transactional" coaching style to become truly transformational.

In the competitive world of sports, we believe that who an athlete is matters just as much as how they play. This program focuses on creating Autonomy (voice and choice), Belonging (being part of a community), and Competence (the ability to do something successfully) on and off the field. Annually, each participating high school selects student-athletes from every sport to attend AACE training in order to become AACE Character Ambassadors.

Program Details

Intention: To adapt the evidence-based ABCs process for creating Autonomy (voice and choice), Belonging (being a valued part of a community), and Competence (the ability to do something successfully) for high school athletic environments.

Overview: Each participating high school selects student-athletes from every sport to attend AACE training and become Character Ambassadors. These "Athleaders" hone their leadership potential and personal virtue to help their teams thrive.

Outcome: Athletes and coaches gain awareness of relationship hurdles impeding high performance. Outcomes include stronger social and emotional skills, and a team culture where every athlete's voice is heard and appreciated.

“

We are a more unified family.”

“

This gives coaches the opportunity to work on being a *transformational versus a transactional coach*, which is often the default.”

“

We cannot wait to continue our meetings as *AACE character ambassadors*.”

“

We are creating competitive and passionate athletes who also have *extraordinary character* on and off the field.”

Learn More at CharacterPlus.org/AACE

CharacterPlus