



**BUILD THE PLAYER.  
GROW THE PERSON.  
LOVE THE GAME.**



# CMSA COACHING PHILOSOPHY GUIDE

2026



RESPECT  
ALL



FEAR  
NONE



STRONGER  
TOGETHER



COMMUNITY  
FOREVER



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**BUILD  
THE PLAYER.**

**GROW  
THE PERSON.**

**LOVE  
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**RESPECT  
ALL**



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CMSA PHILOSOPHY

# THE CMSA WAY

***WE PLAY WITH PURPOSE.***



## IN POSSESSION

**CONTROL. LOOK.**

**PASS. MOVE.**

Create space.  
Support angles.  
Stay Composed.



## OUT OF POSSESSION

**IF WE DON'T HAVE IT-**

**WE WIN IT BACK.**

Pressure.  
Compact.  
Together.



## TRANSITION

**REACT FIRST.**

**THINK FAST.**

Counter.  
Recover.  
Reset.



## PLAYER FREEDOM

**PLAY WITH**

**COURAGE.**

Create.  
Express.  
Learn.

***FAST. FEARLESS. TOGETHER.***



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# WE DON'T JUST COACH SOCCER WE DEVELOP PEOPLE



WE CREATE SAFE  
ENVIRONMENTS  
WHERE EVERY PLAYER  
FEELS VALUED



WE BUILD  
CONFIDENCE  
THROUGH EFFORT -  
NOT PRESSURE



WE HELP PLAYERS  
FALL IN LOVE  
WITH THE GAME -  
FOR LIFE



***EVERY PLAYER. EVERY JOURNEY.***

# OUR PLAYING ETHOS

*SIMPLE. CLEAR. RELENTLESS.*



**IF WE DON'T  
HAVE IT...**

**WE WIN IT BACK.**



**PRESSURE**

*We pressure the ball.*



**COMPACT**

*We stay compact and protect the middle.*



**TOGETHER**

*We defend as a team.*



**RELENTLESS**

*We compete for every ball, every time.*



**IF WE HAVE IT...**

**WE KEEP IT.**



**POSSESSION**

*We value the ball so we keep it.*



**PATIENCE**

*Wait for the right moment.*



**MOVEMENT**

*We move to create space.*



**PENETRATE**

*We play forward.*

**ONE STANDARD.**

***EVERY TIME!***

**NO EXCEPTIONS.**

**THIS IS THE CMSA WAY.**

# STYLE OF PLAY

*SIMPLE. FAST. INTENTIONAL.*



## **CONTROL.**

*Keep the ball. Dictate the play.*



## **LOOK.**

*Scan early. See options.*



## **PASS.**

*Play simple. Play forward.*



## **MOVE.**

*Create space. Support. Get free.*



**PLAY FAST.**  
*WITH PURPOSE.*



**THINK FAST.**  
*WITH INTENT.*



**REACT FASTER.**  
*TOGETHER.*

**THINK.**

**DECIDE.**

**PLAY.**



# PLAYER JOURNEY

*DEVELOPMENT. EXPERIENCE. GROWTH.*

A JOURNEY. NOT A RACE.  
WE MEET PLAYERS WHERE THEY ARE AND  
HELP THEM BECOME WHO THEY CAN BE.



## DISCOVER

*U3 - U5*

*Fun first.  
Build confidence.  
Fall in love with the ball.*



## LEARN

*U7 - U9*

*Learn the basics.  
Introduce skills.  
Play with joy.*



## DEVELOP

*U9 - U11*

*Build technique.  
Understand the game.  
Compete with courage.*



## CHALLENGE

*U11 - U13*

*Train to compete.  
make decisions.  
Embrace the challenge.*



## EXCEL

*U15+*

*Perform consistently.  
Lead.  
Inspire.  
Leave a legacy.*



*SUPPORTED EVERY STEP.*



*COACHED WITH CARE.*



*CHALLENGED TO GROW.*



*PREPARED FOR LIFE.*



ONE CLUB. ONE PATH

*CMSA FOREVER*



*RESPECT ALL*



*FEAR NONE*



*STRONGER TOGETHER*



*COMMUNITY FOREVER*

# COACH DNA

**WHO WE ARE. HOW WE LEAD. WHAT WE MODEL.**

AT CMSA, COACHES DON'T JUST COACH.  
WE INSPIRE. WE DEVELOP. WE LEAD.



## PLAYER FIRST

*We put players at the center of everything we do.*



## LEAD BY EXAMPLE

*We set the standard through our actions, attitude, and effort.*



## DEVELOP INTENTIONALLY

*We create challenging environments that build confidence and competence.*



## BUILD RELATIONSHIPS

*We connect.  
We listen.  
We care. We create a culture of trust.*



## THINK. PLAN. ADAPT.

*We prepare with purpose and adjust with awareness.*



## EMBRACE THE STANDARD

*We hold ourselves and our players to the CMSA standard.*



## OUR PROMISE

- ✓ *We create positive and inclusive environments.*
- ✓ *We help players grow on and off the field.*
- ✓ *We communicate with honesty and respect.*
- ✓ *We are committed to life long learning.*

**BETTER COACHES. BETTER PLAYERS. BETTER PEOPLE.**



**RESPECT ALL**



**FEAR NONE**



**STRONGER TOGETHER**



**COMMUNITY FOREVER**

# WHAT WE DO DIFFERENTLY

OUR APPROACH IS SPECIFIC TO US



**WE DON'T  
FOCUS ON**



**WE DO  
FOCUS ON**



**WE COACH  
EVERY TOUCH**

*We don't over-coach.  
We don't take over.*



**WE LET  
PLAYERS THINK**

*We empower decisions.  
We develop game intelligence.*



**WE FOCUS ON  
WINNING**

*We don't measure  
success by the score.*



**WE PRIORITIZE  
DEVELOPMENT**

*We build players, not  
just teams.*

**VS**



**WE RUN DRILLS  
WITHOUT PURPOSE**

*We don't train in lines.  
We don't waste time.*



**WE BUILD GAME  
ENVIRONMENTS**

*We train the game.  
We create game context.*



**WE FEAR  
MISTAKES**

*We don't punish errors.  
We don't kill creativity.*



**WE EMBRACE  
MISTAKES**

*We learn. We adapt.  
We get better.*



**RESPECT  
ALL**



**FEAR  
NONE**



**STRONGER  
TOGETHER**



**COMMUNITY  
FOREVER**

# EVERYONE PLAYS A ROLE

STRONGER TOGETHER. BETTER TOGETHER.

SOCCER IS A  
TEAM GAME.  
EVERY ROLE  
MATTERS.



## PLAYERS OWN THE GAME

*Make smart decisions.  
Support your team.  
Work hard. Give you best.*



## COACHES LEAD THE WAY

*Develop with purpose and care.  
Inspire every day.  
Set the standard.*



## PARENTS STRENGTHEN THE EXPERIENCE

*Encourage. Support.  
Trust the process.  
Be positive.*



## THE CLUB BUILDS THE FOUNDATION

*Provide opportunities.  
Create great environments.  
Grow the game.*

ONE TEAM.  
ONE PURPOSE.

# ONE CLUB



WE RESPECT  
EACH OTHER



WE SUPPORT  
EACH OTHER



WE TRUST  
EACH OTHER



WE CELEBRATE  
EACH OTHER



WE WIN  
TOGETHER



RESPECT  
ALL



FEAR  
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FOREVER

# PARENT PARTNERSHIP

TOGETHER, WE CREATE THE BEST EXPERIENCE FOR OUR PLAYERS.



YOU ARE A **VITAL** PART OF OUR CLUB.  
YOUR SUPPORT HELPS PLAYERS GROW ON AND OFF THE FIELD.



## ENCOURAGE EFFORT

*Praise hard work, attitude, and improvement. Not the score.*



## RESPECT EVERYONE

*Respect coaches, players, Match Officials, and other parents.*



## POSITIVITY ONLY

*Positive sideline energy creates confident players and better environments.*



## TRUST THE PROCESS

*Development takes time. Trust the coaches and our long-term approach.*



## SUPPORT AT HOME

*Help players rest, eat well, stay organized, and love the game.*



## BE PART OF THE CLUB

*Get involved. Volunteer. Attend club events. We're stronger together.*

**WHEN PARENTS AND COACHES WORK TOGETHER,  
PLAYERS WIN.**



**RESPECT ALL**



**FEAR NONE**



**STRONGER TOGETHER**



**COMMUNITY FOREVER**

# JUNIOR COACH PROGRAM

DEVELOPING LEADERS,  
BUILDING THE FUTURE.



## LEARN WITH PURPOSE

Ask questions.  
Be curious.  
Grow every day.  
Never stop learning.



## LEAD BY EXAMPLE

Be positive.  
Be prepared.  
Show respect.  
Set the standard.



## SUPPORT THE GAME

Help coaches.  
Encourage players.  
Create a positive environment.



## SERVE THE COMMUNITY

Give your time.  
Be a role model.  
Make an impact on and off the field.



## BUILD YOUR FUTURE

Develop skills. Build confidence.  
Lead with heart. Inspire others.



**TODAY, A JUNIOR COACH,  
TOMORROW A LEADER.**



RESPECT ALL



FEAR NONE



STRONGER TOGETHER



COMMUNITY FOREVER

# COACHING *PATHWAY*

DEVELOPING COACHING. GROWING LEADERS. BUILDING THE FUTURE.

## OUR COACHING JOURNEY



**DISCOVER  
LEARN**

**12 - 15 YEARS**

Explore coaching.  
Learn the game.  
Assist and observe.

Junior Coach



**DEVELOP  
SUPPORT**

**15 - 18 YEARS**

Coach younger teams.  
Gain experience.  
Develop skills.

Assist-Coach



**GROW  
LEAD**

**18+ YEARS**

Lead a team.  
Expand knowledge. Take on more responsibilities.

Head Coach



**ADVANCE  
INSPIRE**

**21+ YEARS**

Mentor others.  
Pursue certification. Lead through example.  
Build culture.

Lead Coach



**LEAD  
IMPACT**

**ONGOING**

Shape the future.  
Develop coaches.  
Strengthen CMSA.  
Leave legacy

Mentor/ Director

## OUR COMMITMENT TO COACHES



**WE INVEST  
IN YOU**

We provide training, resources, and opportunities for your growth.



**WE SUPPORT  
YOU**

We are here with you every step of the way. You are not coaching alone.



**WE TRUST  
YOU**

We empower you to lead with confidence and make an impact.



**WE VALUE  
YOU**

We recognize your time, effort, and commitment to our players.



**WE GROW  
TOGETHER**

Better coaches. Better players. Stronger CMSA community.



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# THIS IS CMSA

OUR PROMISE.  
OUR PURPOSE.  
OUR CLUB



## WE SEE YOU

*We value the player for who they are. You matter here.*



## WE CHALLENGE YOU

*We create the right challenges to help you grow.*



## WE SUPPORT YOU

*We believe in you. We'll be there to help you every step.*



## WE DEVELOP YOU

*We focus on skills, decision-making, confidence, and character.*



# WE ARE HERE FOR YOUR JOURNEY.



RESPECT ALL



FEAR NONE



STRONGER TOGETHER



COMMUNITY FOREVER



***ONE CLUB. ONE PATH. FOREVER CMSA.***



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