Abstract

Contemporary sports are plagued with a decline in morality, ethical behavior, and integrity of character across all amateur and professional levels. This dissertation explored the need for character development in athletics and the role of coaches as influencers of character. Additionally, a model was extracted from positive coaching strategies to help coaches develop character in their athletes. Winning coaches who have demonstrated either a positive or negative coaching style were cited. Foundational principles that each cited exemplary coach had in common were studied, with one principle standing above all the rest. That principle was love, or more practically stated, the coaches’ demonstration of an agape-like love (i.e., selfless, sacrificial love) to their players. Since a key assumption in the project was that The Bible is the standard by which individual character should be measured, the nine characteristics of love were studied according to 1 Corinthians 13, the “Love Chapter.” Operational definitions and keyword derivatives were established from studying the nine characteristics and directly applied in simulated settings. Using the model, nine scenarios, one script, and the financial and assessment plans for that script were developed as a precursor for a future video that will help coaches instill character in their athletes through the demonstration of love.