FOR ATHLETIC DIRECTORS AND ACTIVITY SPONSORS

Untitled Leader

Captain's Season

A ready-to-run, 12-week captain program for every team in your school or club.

Most captains are named and then left to figure it out. The Captain's Season gives every captain a plan for each week of the season, and gives every coach a five-minute way to develop them.

How it works each week

Who	Time	What happens
Captains	Start of week	Read a one-page captain card: one leadership challenge and the exact words to open the team talk.
Captains + team	10 minutes	Run a team conversation from a printed sheet: an opener, three questions and one team commitment.
Coach + captains	5 minutes	One check-in question that helps the coach develop the captains. No prep needed.

The season at a glance

Build the team
Weeks 1 to 4
1. Who we want to be
2. Standards we'll live by
3. Know each other
4. Everyone leads

Lead through the middle
Weeks 5 to 9
5. Feedback that helps
6. Effort and accountability
7. Handling conflict
8. Pressure and big moments
9. Bouncing back

Finish strong
Weeks 10 to 12
10. Nobody gets left behind
11. Thank and recognize
12. Our legacy and the handoff

What's included (32 printable pages)

- 12 captain cards and 12 team conversation sheets
- A two-page coach setup guide, with ground rules and when to step in
- A season map, a season tracker for coaches and a letter template for next year's captains
- A 15-minute captain's meeting agenda with 40 check-in questions

Why it fits a school or club

- **One purchase covers every team.** Print unlimited copies for every team in your school or club, every season.
- **Any sport or activity.** Works for athletics, band, choir, theater, debate, robotics and student clubs.
- **Low lift for coaches.** About five minutes a week. Captains lead the team conversation.
- **Safety built in.** Captains are told to bring bullying, hazing, safety or wellbeing concerns straight to the coach, who follows your reporting rules.

$19, everything included. Captain, team and school use in one price. Instant PDF download, secure checkout with Stripe.
Get it: untitledleader.com/start-here/coaches