



# GAME CHANGERS PROGRAM

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# THE PURPOSE

The **Game Changers Program** is our coaching education initiative aimed at developing and empowering coaches to make a lasting impact both on and off the field.

Through this program, coaches receive valuable mentorship, hands-on training, and guidance to complete their **USSF coaching licenses**. In addition to enhancing their coaching skills, participants contribute to other community-focused programs like **Just Play**, helping to shape the next generation of players in underserved communities.

Game Changers is designed to **foster professional growth, build leadership skills, and ensure coaches are equipped to inspire and support young athletes**.

## IMPACT

*Our aim is to show the next generation how to lead by example, hold themselves accountable, and lift others up on and off the field. We hope this program will help aspiring coaches in the Capital Region continue to thrive in their pursuit*





## THE PROCESS

### APPLICATION

- Provide an explanation of why they want to be part of the program
- Submit a letter of recommendation
- Develop a plan for “what’s next” upon program completion

### OBSERVATION

- Candidates are chosen for the year
- A plan is established for observation - minimum of 4 hours of training (either team or privates)
- Observation assignments are completed

### DEMONSTRATION

- Participants are to complete 4 hours of training observed by a BST coach
- Training can be done at a Just Play Program or during a team session
- A final written or video assignment is completed

### RWARD

- Participants receive registration to 2 In-Person Grassroots Courses and 1 Online Grassroots Course (\$200 value)
- Participants earn the opportunity to be a Beestera Camp Coach
- Participants gain access to the BST Coaching Network





# APPLICATION PROCESS

## **LETTER OF INTENT**

Please **submit a letter** explaining why you would like to be a part of the Game Changers program and what makes you a great candidate to be chosen for the opportunity.

## **LETTER OF RECOMMENDATION**

You must have a **letter of recommendation** submitted by a coach in your community, at teacher at your school, or a **Beestera Soccer Training** staff member demonstrating how you would be a good fit for the program.

## **“WHAT’S NEXT?” PROPOSAL**

Please explain what you plan to do upon completion of the program. This can be submitted in the form of **a letter, a video, a Powerpoint presentation, or a PDF**. It may include what you would like to do to continue your coach education and development or what type of environment you would like to begin your coaching journey in.

*All applications can be emailed to [leigh@beestera.com](mailto:leigh@beestera.com). We will be accepting applications on a rolling basis for the 2026 program year.*