



2020-2023

VISION

Coach NB strives to be a leader in educating and developing coaches in order to provide a quality and safe sporting experience.

MISSION

Coach NB leads, promotes, supports, and delivers quality coach education and ongoing learning through collaborative partnerships in New Brunswick.

WHO WE ARE

Coach NB plays a key role in leading the way through coaching excellence. Not only are we the Provincial and Delivery partner of the National Coaching Certification Program where we deliver Multi-Sport products. But we also celebrate and promote the significant role the coach plays within the involvement of various projects Coach NB is involved with.

Wherever there is an athlete, there is a coach. Coaches are responsible for the safety of the athletes in their charge; from designing lessons to teaching the skill of the sport the way that the child can learn.

ORGANIZATION CORE VALUES

Leadership
through:



Professionalism



Education & Development



Innovation



Inclusion, Diversity & Respect

OUR STRATEGIC PRIORITIES



ORGANIZATION OPERATIONS

Organization that promotes leadership , innovation and excellence



SERVICE PROGRAM / DELIVERY

Innovative delivery methods of coach education that stimulates life long learning end enhances quality educational opportunities for coaches in the province of New Brunswick.



PARTNERSHIPS

Focusing on developing and enhancing new and existing relationships with stakeholders in the New Brunswick coaching community.



BRANDING AND MARKETING

Connecting community leaders with appropriate support by increasing the visibility and presence within the sporting community in New Brunswick.

