WEB3 INTERNET CAFE

GAME COACHING ACADEMY

Handbook · Coach Development & Player Alignment Program

“Building Calm Coaches. Raising Champion Gamers.”

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15 SECTIONS · 4 WEEKS · 1 STANDARD

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New in this revision: Section 5, The Tactical & Strategic Playbook, plus expanded VOD review and performance-metrics content in Fundamentals 4 and 6.

SECTION 01

Welcome to the Champion Coaching Academy

Vision

To become the Philippines' leading academy for game coaches — training mentors who turn raw mechanical skill into disciplined, championship-level decision-making.

Mission

The Champion Coaching Academy exists to close the gap between playing well and coaching well. We provide the method, the mentorship, and the training ground coaches need to grow from skilled players into leaders a team trusts under pressure — and the tactical grounding that turns that trust into rounds won.

Our Space	A physical Academy hub in Polomolok, South Cotabato, Philippines
Our Purpose	Coach training, player alignment, and competitive mindset development
Our Network	Partner cafés and tournament programs across the Philippines
Our Platform	W3IC Media Network — where coached teams compete, and coaching case studies reach creators nationwide

The Academy itself is one physical room in Polomolok — that is where the training happens. What coaches build there travels far beyond it: the players they raise compete on the W3IC Media Network, and the standard they're trained to is the same one used across W3IC's growing partner-café network nationwide.

Why This Academy Exists

- Most "coaches" are just the best player yelling louder.
- Most coaching stops at "play better" and never says how.
- Most teams collapse under pressure because no one taught composure.
- Most gamers are never taught to separate their decisions from the outcome — or given the tactical vocabulary to fix what the decision actually got wrong.
- Champion Coaching Academy teaches the method that makes composure repeatable, and the playbook that makes tactics teachable.
- Every graduate coach leaves with a system, not just instincts.
- Our coaches are trained to build champions — not just call plays.
- Calm is the rarest skill in competitive gaming. We make it a habit.

> *A coach doesn't win the game. A coach builds the player who does.*
> *— Aervin Espaldon, Founder — Web3 Internet Cafe*

A Message From the Founder

When we ran our first tournament floor, I noticed the same gap kept showing up in a different form: players who could out-mechanic anyone in the room but froze the moment a round went wrong — and coaches who could

see the fix but only knew how to shout it. The Champion Coaching Academy is our answer. Every coach who joins us already has the game sense. Our job is to give them the method that turns that sense into a player who thinks clearly under pressure, and the tactical playbook that turns clear thinking into a player who executes. This handbook is that method. Study it. Apply it. Stay calm, every time.

— Aervin Espaldon, Founder & CEO

SECTION 02

The Game Coaching Landscape

Anyone can call a strategy. Not everyone can build the player who executes it under pressure.

Why Game Coaching Is a Real Discipline

Competitive gaming now moves at a scale most traditional sports coaching would recognize instantly — scrims, VOD review, tournament brackets, and live audiences all shape how a team performs when it matters. A coach is not a bonus role bolted onto a roster; for many teams, the coach is the difference between mechanical talent and a result. The Academy exists because that difference is teachable — both the composure side of it, and the tactical side covered in Section 5.

Where Coach Credibility Comes From

TRAIT	WHAT IT MEANS	CATEGORY
Composure	Stays calm under pressure so the team has something steady to mirror	Foundational
Consistency	The same standard applied round after round, win or lose	Trust
Clarity	Instructions a player can execute instantly, not just hear	Effectiveness
Observation	Sees the pattern behind a mistake before the player explains it	Insight
Empowerment	Builds decision-makers, not order-followers	Growth

Reacting vs. Coaching

A REACTING COACH	A CHAMPION COACH
Yells at the result	Reviews the decision that led to it
“We lost because you missed”	“Here’s the read that led to the miss, and the fix”
Judged by today’s scoreline	Judged by the team’s growth curve
Creates tilt	Creates focus
Forgotten after the next loss	Referenced for seasons

> *Coach one round a player could explain back to you correctly, and you've done more for the team than a hundred sideline instructions ever will.*

Long-Term Career Mindset

- Think in seasons, not single matches. Consistency is the credential.
- Every session is a deposit in the player's decision-making account.
- Your value is measured in improved decisions, not highlight reels.
- Teams invest in coaches whose composure they can predict.
- The goal is not one clutch call — it's a player who eventually doesn't need you to make it.

SECTION 03

The Academy's Core Architecture

Five frameworks. One system. This section is the map — read it before anything else, and return to it whenever a later section feels disconnected from the rest.

This handbook contains several frameworks that can look, at first glance, like separate ideas: a Method, a set of Fundamentals, a Playbook, a Scorecard, and a 4-Week Program. They are not separate. Each one exists to serve the next.

How the Pieces Fit Together

- **THE METHOD** is how you coach — the six-stage loop you run in every session.
- **THE EIGHT FUNDAMENTALS** are the qualities that make a coach effective — what the Method is supposed to produce.
- **THE TACTICAL & STRATEGIC PLAYBOOK** is the concrete game knowledge everything above gets applied to — the actual answers Tactical Observation and Data & Analysis are looking for.
- **THE SCORECARD** measures how well a coach demonstrates those qualities — in a single session, and across a program.
- **THE 4-WEEK PROGRAM** is the training system that builds all of it, one deliverable at a time.

Put simply: the Method tells you what to do, the Fundamentals tell you what "good" means, the Playbook tells you what to actually say, the Scorecard tells you how close you got, and the 4-Week Program is where you practice all four until they become instinct.

The Coaching Method

Every session run at the Academy — from a first pre-game calibration to a season-defining scrim — follows the same six-stage loop. Skipping a stage is the single most common reason a coach loses the room.

> *Six steps. One method: Calm, See, Align, Guide, Review, Improve.*

STAGE	WHAT YOU DO	WHAT IT PRODUCES
1. CALM	Regulate your own state before you coach anyone else's.	A composed presence the team can mirror
2. SEE	Watch decisions and patterns, not just kills or deaths.	An accurate read of what's actually happening
3. ALIGN	Confirm roles, focus points, and one task per player.	A team that knows exactly what it's doing, and why
4. GUIDE	Give one instruction at a time, in IF → THEN form.	Decisions players can execute instinctively
5. REVIEW	Reflect after rounds, not mid-chaos.	Honest, blame-free insight
6. IMPROVE	Apply small, repeatable adjustments.	Compounding gains that become dominance

Notice what this is not: it is not "watch the game, then tell them what they did wrong." Four full stages — See, Align, Guide, Review — sit between watching a round and improving the next one. Every one of the Eight Fundamentals in Section 4 is really a set of habits for doing one or more of these stages well — and Section 5 is what fills SEE and GUIDE with real content.

The Learning Loop

Every fundamental in this handbook — the coach's mindset, alignment, tactical observation, communication, data, iteration — is taught the same way, because lecturing about a skill and building it are not the same thing:

- **LEARN** — understand what the skill is and why it matters.
- **PRACTICE** — apply it in a real session, with a real team.
- **FEEDBACK** — a mentor identifies exactly where it broke down.
- **REVISE** — fix it, specifically, using that feedback.
- **DEMONSTRATE** — run a session that proves the skill is there.

Section 4 walks through all eight fundamentals using this loop. Section 5 supplies the tactical content the loop gets applied to. Section 12 shows where each loop lands on the calendar.

SECTION 04

The Eight Fundamentals of a Coach

The qualities that make a coach effective — and the loop the Academy uses to build each one from scratch. Fundamentals 4 and 6 lean directly on the Tactical & Strategic Playbook in Section 5 — read the two together.

- 1. THE ESSENCE OF A COACH — a thinker before a player
- 2. THE MINDSET — process over outcome
- 3. PLAYER ALIGNMENT & EMPOWERMENT — ownership over obedience
- 4. TACTICAL OBSERVATION — patterns over noise
- 5. COMMUNICATION — one instruction, calmly delivered
- 6. DATA & ANALYSIS — evidence over impression
- 7. ITERATIVE IMPROVEMENT — small corrections, compounded
- 8. THE COACH'S GOLDEN RULE — clarity, calm, amplified intelligence

FUNDAMENTAL 1

THE ESSENCE OF A COACH

Definition

The Essence of a Coach is the shift from playing the game to thinking about the game — seeing patterns before plays, and measuring your value in the decisions you improve, not the highlights you produce.

Why It Matters

A team led by a coach who is still just "the best player" plateaus the moment that player is having an off day. A team led by a thinker keeps improving even when no one on the roster is popping off.

Core Practices

- A coach is a thinker before a player: sees patterns, not just plays.
- Your role is to align, not control: empower your team to make decisions that follow strategy.
- Composure is your superpower: calmness transmits confidence.
- Your value is measured in improved decisions, not highlight reels.

Daily Habits & Growth Checklist

DAILY HABITS	GROWTH CHECKLIST
Watch the whole map, not just your favorite player's screen.	I noticed a pattern today I hadn't flagged before.

DAILY HABITS	GROWTH CHECKLIST
Ask “why did that decision happen” before reacting to it.	I aligned the team on strategy instead of dictating a play.
Check your own tone before you speak into comms.	My tone stayed level regardless of the scoreline.

Example

A coach notices the team keeps losing the same mid-round trade — not because of aim, but because two players make the engage call independently. Fixing the alignment fixes the trade; no mechanical advice was needed.

Common Mistakes

- ✕ Coaching from your own playstyle instead of the team’s.
- ✕ Measuring your session by how many kills you “called.”
- ✕ Confusing giving orders with giving direction.

FUNDAMENTAL 2

THE MINDSET

Definition

The Mindset is the set of default reactions a coach trains into themselves before training anything into the team — process over outcome, responsibility without blame, observation over action.

Why It Matters

A team inherits its coach’s relationship with losing. If losing triggers blame, the team hides mistakes. If losing triggers curiosity, the team reports them.

Core Practices

- ◆ Process > Outcome: Focus on how decisions are made, not whether the team wins each round.
- ◆ Responsibility without blame: Teach accountability without punishing mistakes.
- ◆ Observation over action: Watch carefully, intervene minimally — let players execute.
- ◆ Growth-oriented thinking: Each game is data; each round is insight; each loss is a lesson.

Daily Habits & Growth Checklist

DAILY HABITS	GROWTH CHECKLIST
Name one thing that went right in a round the team lost.	I focused on decision quality, not just the round result.
Hold back an instruction for five seconds before giving it.	I addressed a mistake without assigning blame to a person.
Log a loss as a data point before reacting to it emotionally.	I let a play run its course before stepping in.

Example

After a round lost to a bad rotate, the coach opens the review with “what did you see that made you rotate there?” instead of “why did you rotate there?” — the player explains their read, and the actual gap becomes obvious to both of them.

Common Mistakes

- ✕ Reacting to the scoreline before reviewing the decision.
- ✕ Treating a mistake as a character flaw instead of a data point.
- ✕ Jumping in mid-round when the play could still resolve itself.

FUNDAMENTAL 3

PLAYER ALIGNMENT & EMPOWERMENT

Definition

Alignment is making sure every player enters a game knowing their role, their focus, and how they feel — and empowerment is making sure they own the decisions that follow, instead of just following orders.

Why It Matters

A team that only follows orders freezes the moment the coach is wrong or unavailable. A team that owns its decisions adapts in real time — which is the only kind of team that survives a live tournament stage.

Core Practices

- ◆ Pre-game mental calibration: Ask players how they feel, their role clarity, and their focus points.
- ◆ Reinforce one task per player to simplify and concentrate effort.
- ◆ Ownership of decisions: Players must understand their choices, not just follow orders.
- ◆ Confidence anchoring: Highlight one skill per player they excel at; encourage them to lean on it.
- ◆ Role clarity: Clearly define responsibilities — anchor, support, aggressor — and reinforce boundaries.

Daily Habits & Growth Checklist

DAILY HABITS	GROWTH CHECKLIST
Run a 2-minute calibration check-in before every session.	Every player could state their role and focus without prompting.
Assign exactly one focus point per player per game.	I asked players to explain a call instead of just approving it.
Name each player’s anchor skill out loud before a big match.	I reinforced at least one player’s strongest skill today.

Example

Before a scrim, the coach asks each player one question: role, focus, and feeling. One player says they feel unsure about rotations — the coach simplifies their task to one job for the day, and their decision-making steadies within two rounds.

Common Mistakes

- ✕ Skipping calibration because “we don’t have time.”
- ✕ Giving a player three priorities instead of one.
- ✕ Making the call for a player instead of asking what they saw.

FUNDAMENTAL 4

TACTICAL OBSERVATION

Definition

Tactical Observation is the discipline of tracking what actually happens in a game — repeating mistakes, enemy tendencies, and round flow — and separating decision errors from execution errors using the checklist below, not a general impression of the round.

Why It Matters

A coach who can’t tell a decision error from an execution error will coach the wrong fix every time — telling a player to “aim better” when the real issue was a bad positioning call.

Core Practices

- ◆ Track repeating mistakes: rotations, positioning, timing, or tilt triggers.
- ◆ Observe enemy patterns: tendencies, weaknesses, predictable rotations.
- ◆ Record round flow: first deaths, clutch opportunities, successful engagements.
- ◆ Identify decision errors, not execution errors: aim is secondary to thinking mistakes.

The VOD Review Checklist

CHECKLIST ITEM	WHAT YOU’RE LOOKING FOR
Crosshair placement & pre-aim	Was the crosshair already near the angle that opened, or dragged onto it after contact?
Utility timing	Did utility land before the engage, or get thrown reactively after contact was already made?
Trade timing	Was a death answered instantly by a teammate, or did the round lose a second player waiting?
Space creation	Did the play take space before the engage, or engage from a static, pre-committed position?
Information vs. re-peek	Did a fallen player’s information reach the team, or did someone repeat the same losing peek?

Daily Habits & Growth Checklist

DAILY HABITS	GROWTH CHECKLIST
Log the first death of every round, not just the losses.	I tracked at least one repeating pattern across the session.
Note one enemy tendency per game to bring into the next.	I logged an enemy tendency the team can use next game.
Ask “was that a read problem or a mechanics problem” before commenting.	I separated a decision error from an execution error correctly.

Example

A player keeps dying first in the same lane. It looks like an aim problem until the coach reviews three rounds and sees the real issue: the player is rotating in a full two seconds before the team is ready to support them. The fix is timing, not mechanics.

Common Mistakes

- ✕ Blaming mechanics for what is actually a positioning error.
- ✕ Only reviewing the losses, missing patterns hidden in wins.
- ✕ Watching kills instead of watching the round leading up to them.

FUNDAMENTAL 5

COMMUNICATION

Definition

Communication is delivering exactly what a player needs to hear, exactly once, in a form they can act on instantly — concise, calm, and structured as an IF → THEN decision rule.

Why It Matters

A player mid-round can process almost nothing beyond a single instruction. A coach who gives three points at once gives the player zero usable instructions.

Core Practices

- ◆ Concise, calm, and precise: One instruction per round; avoid overloading players.
- ◆ IF → THEN statements: Create simple decision trees players can follow instinctively.
- ◆ Remind, don’t lecture: Mid-game focus cues, post-game reflections.
- ◆ Encourage, never shame: Language shapes mindset; confidence shapes outcomes.

Daily Habits & Growth Checklist

DAILY HABITS	GROWTH CHECKLIST
Write tonight’s IF → THEN callouts before the session starts.	Every mid-round instruction I gave followed IF → THEN.
Give exactly one instruction between rounds — no more.	I gave one focus cue per round, not a list.

DAILY HABITS	GROWTH CHECKLIST
Replace one critical sentence with an encouraging one before saying it.	No instruction I gave could be read as shame.

Example

Instead of “stop dying to that flank,” the coach gives: “IF you hear footsteps from the left, THEN hold the choke instead of pushing.” The player has something to execute, not just something to feel bad about.

Common Mistakes

- ✕ Stacking two or three corrections into one sentence.
- ✕ Coaching in vague adjectives instead of a clear rule.
- ✕ Delivering feedback mid-chaos instead of at the next break.

FUNDAMENTAL 6

DATA & ANALYSIS

Definition

Data & Analysis is tracking the numbers behind the feeling — first-death locations, momentum shifts, consistency, and whether the game plan survived contact with the enemy’s adaptation — using the performance metrics below, not just a sense of how the session went.

Why It Matters

Feelings about a session are unreliable; a coach who “felt like” the team played well can miss a pattern the data would have caught in one look.

Core Practices

- ◆ Track first death locations to understand map pressure points.
- ◆ Note momentum shifts and the rounds where tilt starts.
- ◆ Monitor consistency, not peak moments.
- ◆ Review strategy vs. expectation: did your plan survive enemy adaptation?

Core Performance Metrics to Track

METRIC	WHAT IT REVEALS
Round Win % by Side	Whether the game plan is balanced or leaning on one side to carry the whole match.
Entry Duel Win Rate	Whether the first engagement of the round is genuinely winnable or a coinflip.
Trade Efficiency	How often a death is immediately answered by a teammate, round after round.
Utility Damage / Round	Whether utility is being used to affect the round, or just used up.
Clutch Conversion Rate	How the team performs in reduced-numbers, high-pressure situations.

Daily Habits & Growth Checklist

DAILY HABITS	GROWTH CHECKLIST
Mark the exact round a momentum shift starts, not just that it happened.	I logged first-death locations for the full session.
Track consistency across a full session, not the one great round.	I identified the round where momentum turned.
Compare tonight's plan to what the enemy actually did.	I compared the game plan to the enemy's real adaptation.

Example

The scoreline says the team barely lost. The data says the team's momentum broke in round 4, and they were never level again — the review focuses on round 4, not the final score.

Common Mistakes

- ✕ Judging a session by the final score alone.
- ✕ Only remembering the highlight-reel plays.
- ✕ Never checking whether the pre-game plan actually held up.

FUNDAMENTAL 7

ITERATIVE IMPROVEMENT

Definition

Iterative Improvement is treating every round as a small experiment — reflecting on what worked, what failed, and applying a micro-adjustment before the next one, instead of waiting for a dramatic overhaul.

Why It Matters

Small corrections compound. A team that adjusts one thing every round is unrecognizable after a season; a team that waits for a big fix rarely gets one in time.

Core Practices

- ◆ After each round/game, reflect on: What worked? What failed? How to adjust for the next round?
- ◆ Apply micro-adjustments constantly; small corrections accumulate into dominance.
- ◆ Reinforce habits over heroics: reliable execution beats flashy plays.

Daily Habits & Growth Checklist

DAILY HABITS	GROWTH CHECKLIST
Ask the three reflection questions after every round, out loud.	I ran the what-worked / what-failed / what-adjusts loop today.
Apply exactly one micro-adjustment before the next round starts.	I applied at least one micro-adjustment mid-session.

DAILY HABITS	GROWTH CHECKLIST
Praise the reliable play before the flashy one.	I reinforced a habit, not just a highlight.

Example

After a round lost to a slow rotate, the coach doesn't redesign the whole strategy — they adjust one call time by five seconds. Round by round, small timing fixes turn into a rotation the team can run blind by the end of the session.

Common Mistakes

- ✕ Waiting until the end of the session to make any adjustment.
- ✕ Overhauling the whole strategy after one bad round.
- ✕ Rewarding a flashy clutch over the boring, repeatable play that set it up.

FUNDAMENTAL 8

THE COACH'S GOLDEN RULE

> *"A coach creates clarity, instills calm, and amplifies player intelligence."*
> *Your team mirrors your composure, reasoning, and focus — so embody them fully.*

Memory Shortcut (Rapid Recall)

Every fundamental in this section compresses into one loop you can run from memory, mid-session, without notes:

STEP	WHAT IT MEANS
CALM	Be unshakable.
SEE	Watch decisions and patterns, not kills.
ALIGN	Ensure roles and focus are clear.
GUIDE	One instruction at a time, IF → THEN.
REVIEW	Reflect after rounds, not mid-chaos.
IMPROVE	Small, repeatable adjustments over time.

SECTION 05

The Tactical & Strategic Playbook

The concrete game knowledge every stage of the Method gets applied to.

The Method tells a coach how to run a session. The Fundamentals tell a coach what good coaching looks like. Neither one, by itself, tells a coach what to actually say when a round is lost to a bad rotate or a wasted piece of utility. This section is that layer — the shared vocabulary and decision frameworks a Champion Coaching Academy coach applies inside the Method, specifically at the SEE and GUIDE stages.

These principles are written to apply across tactical FPS titles rather than to one specific game — the vocabulary here is what a coach adapts to whichever title their team competes in.

A · Round Economy & Buy Strategy

Round economy is the resource layer underneath every round — what a team can afford to buy, and what that means for how the round should be played before a single shot is fired.

- Track both teams' economy, not just your own — an opponent's last-round losses tell you what they can afford this round.
- Default to a clear buy rule per round type, and only deviate with a stated reason.
- A force-buy is a bet, not a habit — spend one when the read justifies it, not every round you're behind.
- Loss bonuses and round streaks matter as much as raw savings when you're projecting the next round.

ROUND TYPE	WHEN TO CALL IT	WHAT IT BUYS YOU
Full Buy	Economy healthy on both sides	Full utility and primary weapons — maximum round-win probability
Force Buy	Down significant rounds, but the opponent is weak too	A chance to break a losing streak before it compounds
Eco	Economy broken, opponent fully equipped	A guaranteed full buy in one to two rounds
Anti-Eco	Opponent is known to be on a low-buy round	Positioning and utility adjusted to punish a cheap push

> *The team that wins the economy usually wins the half. Track it like a stat, not a vibe.*

B · Map Control & Executes

Map control precedes fights — the team that holds more of the map dictates when engagements happen, instead of reacting to them.

- A default setup spreads information gathering across the map before committing to a site.

- An execute is a timed, coordinated commitment: utility first, entry second, support third.
- A split creates two problems for the defense at once; a stack creates one problem twice as hard.
- Retakes demand the same discipline as executes — clear utility before re-entry, and never feed players in one at a time.

A team keeps losing site takes not because of a mechanical gap, but because the entry player goes in before utility has landed — they're winning the individual duel and still losing the round, because the site was never actually softened. The fix is sequencing, not aim.

Common Mistakes

- ✕ Committing to a site before map control has confirmed where the opponent actually is.
- ✕ Entering ahead of utility instead of behind it.
- ✕ Retaking one player at a time instead of as a coordinated group.

C · Utility Fundamentals

Utility — smokes, flashes, grenades, or whatever a given title's equivalent tools are — is a resource, not a reflex. Every piece thrown should answer a specific question.

- Every utility piece should answer one question before it's thrown: what does this let us see, block, or punish?
- Standardize lineups for repeatable spots — utility that isn't practiced is a coin flip.
- Reactive utility, used in response to what you see, is different from proactive utility, used blind on a default — a team needs both, and needs to know which is being called.
- Track utility economy like a resource: what was used, what's left, and whether the round can still be won without it.

UTILITY PURPOSE	QUESTION IT ANSWERS	EXAMPLE USE
Vision-blocking	What don't we want them to see?	Covering a rotate or an execute
Information	What do we need to know before committing?	Clearing a blind angle
Area denial	What space can we take without a body there?	Holding a choke point remotely
Punish	What do we do with numbers we already know?	Catching a stack on a known default

D · Individual Mechanical Development

Coaching isn't only team-level. A coach who ignores mechanics is coaching half a player — the other half is the habit behind every death that never gets named.

- A consistent warm-up routine before every session: aim training, then movement, then game sense.
- Sensitivity and settings should be locked in and revisited rarely, not tuned every session.
- Crosshair placement and pre-aim: the crosshair should already be where the next angle opens, before the enemy is there — not dragged onto them after.

- Counter-strafing and movement discipline: shots taken while still moving are shots given away.
- A coach's job is to notice the mechanical habit behind a repeated death, and hand it to an aim routine — not a lecture.

> *Watch one player's crosshair placement for a full round, not their kills. Ask whether a death was a mechanical habit or a decision before you comment on it.*

E · Opponent Scouting & Anti-Stratting

A coach who only reviews their own team's VODs is preparing for a match that doesn't exist — the opponent has tendencies too, and they're on film.

- Review upcoming opponents' recent matches before the session, not during it.
- Log tendencies, not impressions — what side they favor, their default execute, how they respond to being down in economy.
- Bring exactly one anti-strat into a session, tied to the current opponent, not a generic checklist.
- Map veto is a strategic decision, not a formality — veto against their strength, not just toward your own comfort.

A team studies an upcoming opponent and notices they default to the same site on the first round of every half, regardless of the map. The anti-strat isn't a new strategy — it's simply knowing where to put the first stack.

F · Comms & Callout Protocol

Information is only useful if it changes what a teammate does next — comms discipline is a mechanical skill in its own right.

- Standardize callout names for every site, angle, and rotation path before the season starts, not mid-scrim.
- One player owns information calls; one player owns strategy calls — they are rarely the same person mid-round.
- Information travels in this order: what I see, where, what it means for the round — not just a raw reaction.
- Comms discipline is a mechanical skill: unnecessary chatter costs the same attention as a missed shot.

> *A callout that doesn't change what a teammate does next wasn't information — it was noise. Hold players to the same standard the Academy holds coaches to.*

Where This Shows Up in the Method

Every principle in this section slots into SEE and GUIDE. Fundamental 4's VOD Review Checklist and Fundamental 6's performance metrics are how this playbook gets measured. The VOD/Replay Review and Scrim Debrief formats in Section 10 are where it gets applied, session after session.

SECTION 06

Coach Core Values

Ten values that define what it means to be a Champion Coaching Academy coach.

> *Values aren't the words on your whiteboard. They're the tone you keep when your team is losing 0–3.*

COMPOSURE	Your calm is the standard the team plays to. No exceptions.
CLARITY	Every instruction is something a player can execute, not just hear.
OBSERVATION	You watch decisions before you watch outcomes.
ALIGNMENT	Players understand their role and own their choices.
ACCOUNTABILITY WITHOUT BLAME	Mistakes are data, never a reason to shame.
EMPOWERMENT	You build decision-makers, not order-followers.
CONSISTENCY	The same standard, round after round — even the ones you win.
GROWTH MINDSET	Every loss is a lesson, not a verdict.
PATIENCE	Real improvement compounds; it doesn't arrive in one session.
INTEGRITY	Your reasoning matches your instruction, every time.

SECTION 07

The Coach's Communication Guide

Speak like a mentor. Correct like a teammate.

The words you choose determine whether feedback reads as coaching or as an attack.

INSTEAD OF	SAY INSTEAD
"You always throw rounds like that."	"Here's the IF → THEN for that situation next time."
"Why didn't you rotate?!"	"What did you see that made you hold?"

INSTEAD OF	SAY INSTEAD
“We keep losing because of you.”	“Here’s the one adjustment that changes this matchup.”
“Just play better.”	“Focus on this one read next round.”
“That was a stupid call.”	“Let’s look at what the call was trying to do, and where it broke.”
“Stop dying to that flank.”	“IF you hear footsteps left, THEN hold the choke instead of pushing.”

The Golden Rule of Coach Communication

> *Before giving an instruction mid-round, ask: “Does this help them decide, or does it just release my own frustration?”*
> *When the answer is the player — say it. When the answer is only yourself — hold it for the review.*

SECTION 08

Building Player Trust & Buy-In

Trust isn’t built in one great session. It’s built one calm, honest review at a time.

Your players are not a roster to manage. They are people deciding whether your calm is worth trusting under pressure.

- **CALIBRATE BEFORE EVERY GAME** — Ask how they feel, confirm role, confirm focus point.
- **ONE TASK PER PLAYER** — Clarity beats a long list, every time.
- **ANCHOR THEIR CONFIDENCE** — Name the one skill they’re best at and let them lean on it.
- **REVIEW WITHOUT BLAME** — Separate the decision from the person who made it.
- **STAY CONSISTENT IN WINS AND LOSSES** — The standard doesn’t move with the scoreline.
- **LET THEM OWN THE CALL** — Explain the “why,” don’t just hand down the order.
- **SHOW YOUR OBSERVATIONS** — Point to the specific round, the specific moment.
- **ADMIT WHEN YOUR CALL WAS WRONG** — A coach who reviews their own decisions earns more trust than one who doesn’t.
- **PROTECT FOCUS UNDER PRESSURE** — You are the calm the team borrows during a losing streak.
- **REINFORCE HABITS, NOT HEROICS** — Celebrate the reliable play, not just the clutch one.

SECTION 09

Code of Conduct

Standards that define the Champion Coaching Academy coach community.

> *Your team mirrors your tone before it mirrors your strategy.*

What Coaches Should Do

- ✓ Calibrate with each player before every session.
- ✓ Observe decisions before assigning blame.
- ✓ Give one instruction at a time, calmly delivered.
- ✓ Reflect with the team after every round or game.
- ✓ Track patterns, not just results.
- ✓ Reinforce each player's strongest skill regularly.
- ✓ Apply the same standard in wins and losses.
- ✓ Represent Web3 Internet Cafe with composure and professionalism.

What Coaches Should Not Do

- ✗ Shame or blame a player for a mistake mid-round.
- ✗ Give more than one instruction at a time under pressure.
- ✗ Judge a player by execution errors instead of decision errors.
- ✗ Let a losing streak change your tone toward the team.
- ✗ Take credit for a player's improved decision-making.
- ✗ Coach from the outcome alone, ignoring the process that led there.
- ✗ Compare players against each other to motivate them.
- ✗ Lose composure in front of the team, even when they do.

Why Composure Is the Job

Your team mirrors your tone before it mirrors your strategy. A tilted coach produces a tilted team, regardless of how correct the calls underneath it are.

SECTION 10

Coaching Session Formats

The coaches who plan their sessions build a program. The rest just react to the scoreboard.

> *A format is not a shortcut around the Method. It's a container for the same six stages, sized to fit the moment.*

FORMAT	STRATEGY
Pre-Game Calibration	Short check-in on feeling, role clarity, and one focus point before the game starts.
In-Game Guidance	One IF → THEN instruction per round, delivered calmly, never mid-chaos.
Post-Round Review	Quick reflect: what worked, what failed, one adjustment — no lectures.
VOD / Replay Review	Frame-by-frame breakdown using the Section 5 checklist to separate decision errors from execution errors.
Scrim Debrief	Full-session pattern review: repeating mistakes, enemy tendencies, round flow, applied against the Section 5 playbook.
One-on-One Mentorship	Individual confidence anchoring and role reinforcement outside the group.
Data Review	First-death locations, momentum shifts, and the Section 5 performance metrics against expectation.
Season Retrospective	Long-view review of habits, consistency, and growth across a full season.

Choosing the Right Format

Every format still runs the same Method underneath — Calm, See, Align, Guide, Review, Improve. A 90-second in-game callout and a two-hour season retrospective are the same loop at different sizes. Pick the format that fits the moment; never skip the stages to fit the format.

SECTION 11

Growth Framework

Sustainable coaching is a system, not a lucky scrim.

> *Consistency is not glamorous. It is the most powerful trust-building force in coaching.*

Daily Habits

- Calibrate with the team before every session.
- Track first deaths and one repeating mistake.
- Give feedback in IF → THEN form, once per round.
- Reflect for five minutes after every game.
- Anchor one player's confidence in today's skill.

Weekly Habits

- Review the week's data: momentum shifts, tilt triggers, consistency.
- Revisit last week's adjustments — did they hold?
- Study one respected coach's approach in your game.
- Set one focus point for the team's next week.

Monthly Habits

- Audit your own composure under pressure — be honest.
- Update each player's role clarity and confidence anchor.
- Reflect on the team's growth curve, not just win rate.
- Recalibrate roles as players develop.

Key Metrics to Track

METRIC	WHAT IT MEASURES	TARGET
Decision Consistency	% of rounds following the agreed IF → THEN plan	> 70%
First-Death Rate	How often the team's first death repeats the same pattern	Decreasing trend
Entry Duel Win Rate	How often the team wins the round's opening engagement	Increasing trend
Utility Efficiency	Useful utility throws vs. total utility used	> 60%
Tilt Recovery Time	Rounds needed to regain composure after a loss	< 2 rounds
Role Clarity	Players who can state their role and focus unprompted	100%

METRIC	WHAT IT MEASURES	TARGET
Session Consistency	Coaching sessions run per week	4+ weekly

SECTION 12

The 4-Week Champion Development Program

Your coaching transformation timeline — built around capability, not just a busy calendar.

> *Four weeks. One method: Calm, See, Align, Guide, Review, Improve.*

Every week below follows the same shape: a learning objective, a central fundamental, hands-on exercises grounded in the Section 5 playbook, one real deliverable, a feedback checkpoint, and a scorecard checkpoint that measures whether the skill actually landed. Nothing on this calendar is busywork — every session exists to produce one of the deliverables.

The Assessment Loop

The Scorecard in Section 13 isn't only used at graduation. It runs four times, so every coach can see — in numbers, not just impressions — exactly where they started and how far they've moved.

WEEK	CHECKPOINT	PURPOSE
Week 1	BASELINE	Establish the coach's starting level before any mentorship.
Week 2	FORMATIVE	Catch weaknesses while there's still time to fix them.
Week 3	DEVELOPMENT	Measure progress and target what's still weak.
Week 4	FINAL	Evaluate demonstrated competence against the Week 1 baseline.

WEEK 1

Composure and Observation

Objective	Learn to regulate your own state and observe decisions with precision.
Central Fundamental	The Essence of a Coach, Tactical Observation
Exercises	Pre-game calibration drill; decision-error vs. execution-error sorting drill using the Section 5 VOD Review Checklist.
Deliverable	An observation log of at least 15 specific decision moments from one session, scored against the VOD Review Checklist.
Feedback Checkpoint	Friday Coaching & Review — mentor flags any entry that is actually blame in disguise.
Measurable Assessment	BASELINE scorecard — Composure, Observation, and Alignment categories.

DAY	SESSION FOCUS
Monday	Orientation — The Coaching Method, walked start to finish
Tuesday	Guided Session A — Practice pre-game calibration on a shared team
Wednesday	Guided Session B — Practice observation logging during live play
Thursday	Workshop Day — Group review of first observation logs
Friday	Coaching & Review — 1:1 feedback on observation quality
Saturday	Peer Exchange — Coaches trade logs and cross-check observations
Sunday	Weekly Recap — Review what observation revealed this week

WEEK 2

Alignment and Communication

Objective	Build role clarity and deliver IF → THEN guidance under pressure.
Central Fundamental	Player Alignment & Empowerment, Communication
Exercises	Role-clarity drill; IF → THEN scripting workshop drawing on the Comms & Callout Protocol (Section 5).
Deliverable	One calibration script and one IF → THEN decision tree for a real matchup.
Feedback Checkpoint	Friday Coaching & Review — mentor traces every instruction back to a clear IF → THEN structure.
Measurable Assessment	FORMATIVE scorecard — Alignment and Communication categories.

DAY	SESSION FOCUS
Monday	Role Clarity Lab — Practicing the Alignment fundamental across roles
Tuesday	IF → THEN Workshop — Building decision trees from Week 1 observations
Wednesday	Calibration Lab — Drafting a repeatable pre-game calibration script
Thursday	Workshop Day — Peer edit for instruction clarity
Friday	Coaching & Review — Structure and delivery session
Saturday	Peer Exchange — Blind run-throughs and feedback
Sunday	Weekly Recap — Review what alignment revealed this week

WEEK 3

Data, Analysis, and Review

Objective	Track patterns with data and run a blame-free round review.
Central Fundamental	Data & Analysis, Iterative Improvement
Exercises	First-death mapping drill; post-round reflect-and-adjust drill; Round Economy and Opponent Scouting application (Section 5).
Deliverable	One full data log (first deaths, momentum shifts, tilt triggers, core performance metrics) and one written round review.
Feedback Checkpoint	Friday Coaching & Review — mentor scores review quality and blame-free language.
Measurable Assessment	DEVELOPMENT scorecard — Data & Analysis, Communication, and Reliability & Professionalism.

DAY	SESSION FOCUS
Monday	Data Lab — Practicing first-death and momentum tracking
Tuesday	Analysis Workshop — Comparing the game plan to real enemy adaptation, applying Section 5 anti-strat principles
Wednesday	Full Session Under Live Conditions — One complete coaching session, written to the full Method
Thursday	Guest Coach Spotlight — Q&A with a working competitive coach
Friday	Coaching & Review — Data quality and blame-free language review
Saturday	Special Peer Event — Mock sideline desk: call and defend a mid-game decision
Sunday	Structured Revision — Revise the Wednesday session log using the week's feedback

WEEK 4

Season Readiness

Objective	Run a full session end-to-end under the Method and defend your coaching decisions.
Central Fundamental	All Eight Fundamentals, applied together with the full Tactical & Strategic Playbook (Section 5)
Exercises	Full mock session under CALM → SEE → ALIGN → GUIDE → REVIEW → IMPROVE; peer defense of a coaching call.
Deliverable	One final coaching session plan and a complete Coach Portfolio (see below).
Feedback Checkpoint	Cohort Showcase Day and the Final Coaching Session.
Measurable Assessment	FINAL scorecard — full 100-point evaluation, compared against the Week 1 baseline.

DAY	SESSION FOCUS
Monday	Final Session Polish — Publish-ready session plan, full Method applied
Tuesday	Editorial Pass — Structural review of the final session plan
Wednesday	Portfolio Assembly — Final polish plus assembly of the full Coach Portfolio
Thursday	Cohort Showcase Day — All graduates present their final session plans
Friday	Final Coaching Session — Full program debrief
Saturday	Graduation Placement — Graduate coaches placed with W3IC partner teams
Sunday	Awards & Celebration — Recognition night

THE FINAL COACH PORTFOLIO

Certification is not “run a session and call it done.” Every graduating coach submits a complete portfolio that shows not just the call they made, but how they arrived at it.

COMPONENT	WHAT IT SHOWS
1. Session Plan	The full pre-game to post-game plan for one real session.
2. Observation Log	Decision moments logged and separated from opinion, scored against the VOD Review Checklist.
3. IF → THEN Playbook	The decision trees built for the team.
4. Data Log	First deaths, momentum shifts, tilt triggers, and core performance metrics tracked.
5. Round Reviews	Blame-free reflections written after each session.
6. Reflection	What the coach believed at Week 1, what changed, and what they learned.

Week 4 Graduation

Graduation Placement	All graduating coaches are placed on rotation with a W3IC partner team or program.
Portfolio Review	Each coach receives a formal written review of their 4-week body of work.
Best Improvement	Awarded to the coach who showed the most growth from Week 1 baseline to Week 4 final score.
Sharpest Read	Awarded to the coach with the strongest observation-to-adjustment ratio.
Players’ Choice	Voted by the players they coached — the coach they’d want again.
Pathway Forward	All graduates receive a personalized coaching placement and mentorship access.

SECTION 13

Coach Evaluation Scorecard

Ten categories. Ten points each. One hundred points total — the same instrument used at every checkpoint in the program.

> *A scorecard that can't add up to a clean 100 can't be trusted to measure anything else, either.*

The Scorecard measures how fully a coaching session demonstrates the Eight Fundamentals and the Tactical & Strategic Playbook, plus categories that capture the coach's process and professionalism. It is not only a graduation instrument — it is used four times across the program, as described in Section 12's Assessment Loop, so growth is measured in points, not impressions.

Scoring Categories

#	CATEGORY	PTS	WHAT IT MEASURES
1	Composure	10	Stays calm and consistent regardless of the scoreline.
2	Observation	10	Accurately separates decision errors from execution errors.
3	Alignment	10	Players can state their role and focus without prompting.
4	Communication	10	Instructions are concise, calm, and in IF → THEN form.
5	Data & Tactical Analysis	10	Tracks patterns and applies the Section 5 playbook — not just outcomes.
6	Empowerment	10	Builds players who own their decisions.
7	Consistency	10	Same standard applied in wins and losses.
8	Responsiveness & Revision	10	Adjusts the plan based on real feedback and results.
9	Reliability & Professionalism	10	Sessions run on schedule; conduct upheld.
10	Overall Coaching Impact	10	How effectively all fundamentals combine into real player growth.

TOTAL: 100 POINTS

Consistency is deliberately not its own line item beyond category 7. It is not a single skill you can demonstrate once — it is the thread evaluated across every category, every week, because a coach's standard either holds across a full season or it doesn't. Scoring it separately a second time would double-count the same signal the other categories already capture.

Score Interpretation

RANGE	TIER	MEANING
90–100	ELITE	Program completion with featured-coach status.
75–89	ADVANCED	Program completion with mentorship access.
60–74	DEVELOPING	Program completion with a structured improvement plan.
45–59	EMERGING	Extended program track recommended before certification.
0–44	NEEDS WORK	Full program restart recommended.

How the Scorecard Is Used

CHECKPOINT	CATEGORIES IN FOCUS	PURPOSE
Week 1 — Baseline	Composure, Observation, Alignment	Establish a starting score before mentorship begins.
Week 2 — Formative	Alignment, Communication	Surface weaknesses while there's time to correct them.
Week 3 — Development	Data & Tactical Analysis, Communication, Reliability & Professionalism	Measure progress against the Week 1 baseline.
Week 4 — Final	All ten categories	Full evaluation, compared against the baseline for certification.

Why Baseline-to-Final Comparison Matters

Certification is not a pass/fail snapshot of Week 4 alone. Every coach's Week 1 baseline score is kept on file and compared directly against their Week 4 final score — that comparison is what proves measurable improvement, not just a final number in isolation.

SECTION 14

Certification Requirements

The minimum standard for Champion Coaching Academy certification.

> *Excellence is not a destination. It is a direction. Certification means you are pointed the right way.*

Attendance

✓ Minimum 90% attendance across all scheduled sessions.

- ✓ All absences communicated to program director at least 2 hours in advance.
- ✓ No more than 2 unexcused absences for the full program duration.

Coaching Progression

One excellent session is more educational than twelve rushed ones. Certification is measured against a realistic, escalating body of work — not a fixed quota of full sessions every week.

WEEK	REQUIRED OUTPUT
Week 1	Observation logs and short analytical exercises, scored against the VOD Review Checklist.
Week 2	One calibration script, one IF → THEN playbook, and a partial session plan.
Week 3	One complete data log and one structured round review.
Week 4	One final coaching session plan and portfolio.

- ✓ Each required output meets the minimum evidence and quality standard for its week.
- ✓ Materials submitted within 24 hours of the scheduled deadline.

Professional Conduct

- ✓ Zero code of conduct violations resulting in formal warnings.
- ✓ Positive feedback from at least one peer coach or mentor.
- ✓ Demonstrated ability to handle a losing streak professionally, in front of a team.

Peer Participation

- ✓ Active participation in workshop days throughout the program.
- ✓ Constructive engagement during peer exchange sessions.
- ✓ Minimum 10 substantive peer-review comments given across the program.

Measurable Improvement

- ✓ Measurable improvement in at least 3 scorecard categories, comparing the Week 1 baseline to the Week 4 final score.
- ✓ Submission of at least one self-edited revision of an early session plan.
- ✓ Willingness to implement coaching feedback across sessions.

Certification Confirmation

Coaches who meet every requirement above receive: (1) an official Champion Coaching Academy Certificate, (2) placement with a W3IC partner team or program, (3) priority access to future program seasons, (4) mentorship pathway access, and (5) a $W3IC token reward for program completion — confirmed by the program director against the Week 4 final scorecard and completed Coach Portfolio.

SECTION 15

The Coach's Pledge

A commitment to composure, alignment, and craft.

I, the undersigned, as an enrolled coach in the Champion Coaching Academy, do solemnly pledge the following:

I will treat every session as a chance to build a decision-maker — not a highlight reel. I will not coach a call I cannot explain calmly.

I will uphold composure, fairness, and consistency in every session I run. My tone reflects not only my own standard, but the reputation of everyone at W3IC.

I will pursue continuous improvement with humility. I will treat correction as part of the craft, not an attack on it.

I will coach for the player becoming a champion — not for the loudest reaction in the moment.

I will represent Web3 Internet Cafe with professionalism and pride. In every session, review, and sideline call — I am a reflection of this institution.

I understand that trust is built over hundreds of small, calm decisions. I commit to making the honest one, even when the scoreline makes it hard.

This pledge is not a contract. It is a standard I set for myself. And I accept the responsibility of living up to it.

Coach Name	Date
Signature	Mentor
Program Director	W3IC Seal

> *The internet has enough highlight reels. Build the player who doesn't need one to win.*
> *— Web3 Internet Cafe — Champion Coaching Academy*