The leaders of CBIM are characterized by their ability to build athletes’ leadership and character. Below are some of the characteristics that make a CBIM coach successful, both on and off the playing field.

- **Are You a CBIM Coach?**
  - Is committed to building strong relationships with their athletes based on trust and mutual respect.
  - Creates a safe environment where athletes can talk openly without fear of judgment.
  - Knows where to find support with difficult topics.
  - Is dedicated to developing positive character and leadership among their athletes.
  - Stands up for respect. Is a role model for their athletes and fellow coaches.
  - Is willing to learn how to lead interactive discussions with their athletes using CBIM Card Series as a guide.