

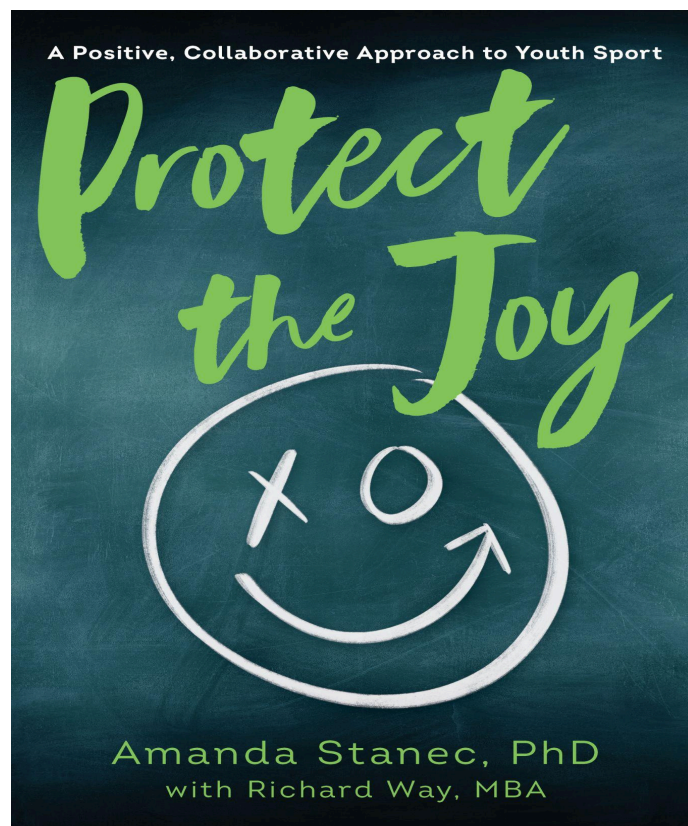
# Protect the Joy

• A Positive, Collaborative Approach to Youth Sport •

By Amanda Stanec, PhD with Richard Way, MBA

---

**Protect the Joy** offers a fresh, positive approach to youth sports, helping parents, coaches and sports leaders create a supportive environment where children can thrive. With practical strategies for collaboration and empathy, this book ensures that sports remain fun and growth-focused, empowering kids to build confidence, resilience, and a lifelong love for physical activity.



“Amanda and Richard are your trusted guides in creating an experience for kids that will change lives—and our society—for the better.”

—Tom Farrey, author of *Game On: The All-American Race to Make Champions of Our Children*, founder of Aspen Institute’s Project Play



## A Fresh Approach to Youth Sports

Amanda and Richard challenge the win-at-all-costs mentality in youth sports, offering a new framework focused on fostering joy, empathy,

“Amanda Stanec and Richard Way have provided a much-needed course correction for sport. This should be required reading for anyone involved in sport, especially parents and coaches.”

—Steve Magness, bestselling author of *Do Hard Things* and *Peak Performance*



## Practical, Actionable Strategies

The book provides hands-on tools for addressing common issues in youth sports, such as burnout, over-competition, and inequities.

and long-term growth. Their collaborative approach equips parents, coaches, and organizations to create environments where kids thrive socially, emotionally, and physically. This forward-thinking perspective makes them highly relevant speakers for conferences and educational events.

Readers gain step-by-step guidance to implement meaningful changes, and audiences at their talks benefit from real-world examples that are both inspiring and easy to apply.

## Spotlights

### Grounded in Expertise and Global Impact



With decades of combined experience, Amanda and Richard have worked with organizations like the International Olympic Committee and the Sport for Life Society, impacting sports programs in over 100 countries. Their insights are backed by research and real-world applications, giving them unmatched credibility to guide audiences toward sustainable, joyful youth sports programs.



## Builds Lifelong Physical Literacy

*Protect the Joy* emphasizes the importance of physical literacy—developing the confidence, competence, and motivation to stay active for life. This focus resonates with educators, sports leaders, and parents who want to empower young athletes to develop skills that extend beyond the field and last a lifetime.



## Inspiring a Movement to “Protect the Joy”

This book is not just a guide; it’s a call to action. Amanda and Richard inspire communities to collaborate, putting children’s well-being at the center of youth sports. Their dynamic presentations leave audiences motivated to create change, while the book serves as a lasting resource to sustain those efforts.

## **Want to inspire an audience?**

Amanda and Richard deliver engaging, evidence-based talks that resonate with diverse audiences, from parents to policymakers. Their ability to blend research with real-world experience ensures that attendees leave with actionable strategies and renewed passion for transforming youth sports.

**Reach out today!**

# **About the Authors**

## **Amanda Stanec, PHD**

Dr. Amanda Stanec, originally from Nova Scotia, Canada, played soccer at St. Francis Xavier University. She earned her Master's in Physical Education Pedagogy and Sport Psychology from Virginia Commonwealth University, followed by a PhD from the University of Virginia, where she was named the top doctoral student. Dr. Stanec has published over 20 articles and co-authored book chapters on physical education, health, and wellness. She has worked with notable organizations, including the International Olympic Committee and True Sport. She lives in St. Louis with her partner Jim and their three daughters, enjoying an active family life.

## **Richard Way, MBA**

Richard Way is the CEO of the Sport for Life Society and a co-author of the Long-Term Athlete Development Framework. He has applied this model to over 60 sports in more than 100 countries and contributed to over 100 resources on sport and physical literacy. Under his leadership, Sport for Life earned national and global recognition, including the Canadian Medical Association's Award for Excellence in Health Promotion. Richard has held leadership roles in major sports organizations, including the 2010 Vancouver Olympic Bid and the International Luge Federation. He lives with his wife and three children, all of whom are active in sports.

## Contact Us

Contact us: [amanda.stanec@gmail.com](mailto:amanda.stanec@gmail.com)

+1 (314) 882 - 5669

---

## Testimonials

The youth sports industry has gotten so big and powerful, but for many, joy has been left behind. This book is a guide on how to get that joy back and allow children to have a holistic approach to sports that will truly enhance their lives and help them to grow from sports in positive ways."

**—Kara Goucher, two-time Olympian, bestselling author of *The Longest Race***

"In her role as an expert advisor for USADA's TrueSport program, we've long known that Dr. Stanec brings great wisdom and wit to the youth sport landscape. I wholeheartedly recommend this remarkable work for its invaluable contribution to the conversation around ethical and sustainable sport systems."

**—Travis T. Tygart, CEO United States Anti-Doping Agency**

"Let's bring back the joy! Finally, a book that guides us through the true meaning of growth and development in sport."

**—Dr. Beth McCharles, Certified Mental Performance Consultant® (CMPC)**

*"Protect the Joy* lays the pathway to ensure that every child lives the most fulfillment from their sports journey."

**—Richard Monette, managing director of [Activeforlife.com](http://Activeforlife.com), performance coach to Olympians and pro athletes**