Positive coaching is a strengths-based leadership approach that aims to promote the physical, mental, and emotional well-being of athletes. To date, there is no measurement that encapsulates the core theoretical ideas and concepts of positive coaching. The present study introduces a measurement, the Positive Coaching Inventory (PCI), to assess the fundamental concepts of positive coaching. Data was collected from 189 high school student-athletes across 14 high schools, belonging to both urban and rural school districts. The results from the present study suggested that athletes prefer a strengths-based training environment in which coaches cultivate supportive, encouraging relationships and provide clear guidance and mentorship on mental and physical skill acquisition. Consequently, a strengths-based coaching approach may lead to several positive outcomes, including increasing an athlete's satisfaction, self-esteem, and performance.