

“Building A Winning Culture”

One Rep At A Time

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CREATING NEW BEGINNINGS

- ETSU
- Mindsets
- Core Values-2002
OSU National
Championship Team



CULTURE

What is it?

A set of shared purpose, attitudes, values, goals, practices, behaviors and habits that define a Team or organization.

Mike Smith, NFL Coach

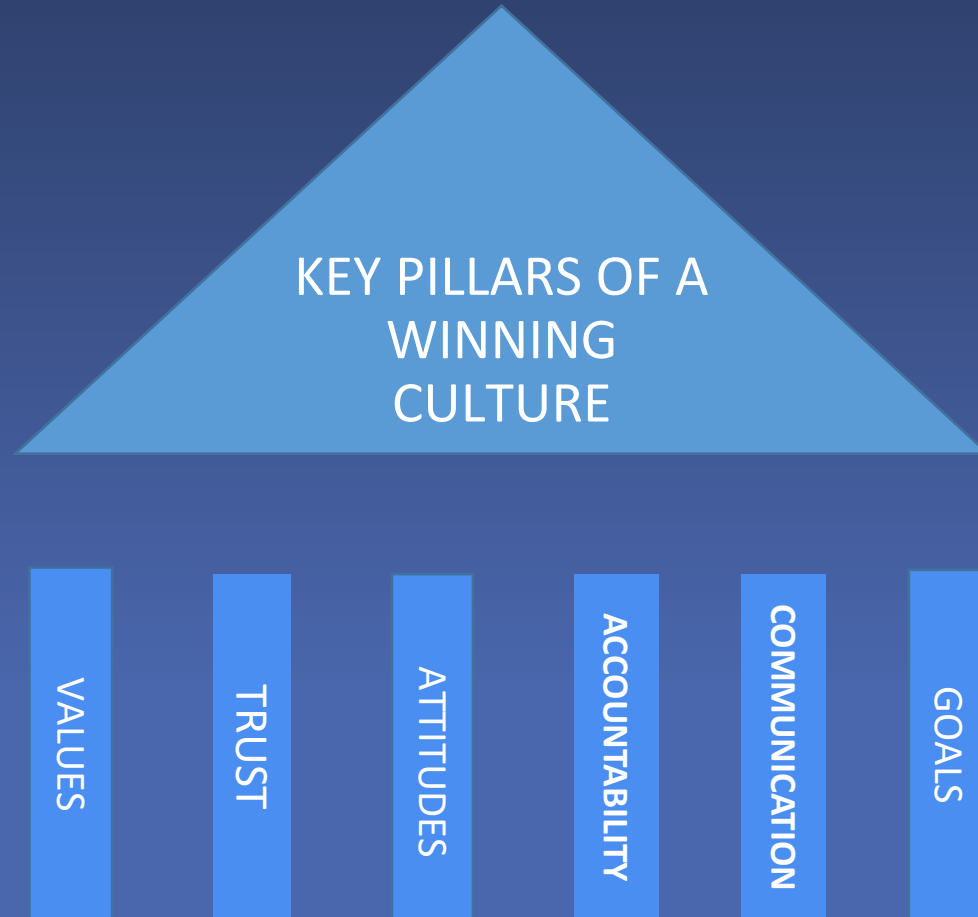
Co-Author of: *You Win in the Locker Room First*



EVERYONE CREATES YOUR CULTURE



HOW TO DEVELOP A TEAM CULTURE



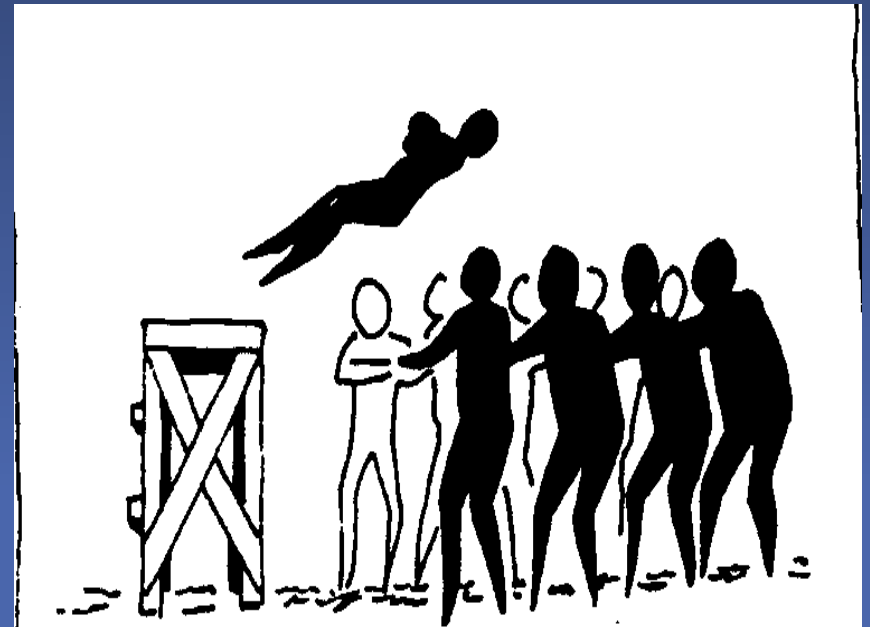
VALUES

Principles or Standards of Behavior; your judgement of what is important in life. Values guide the decisions and choices you and your athletes make as a Team and as Individuals.



TRUST

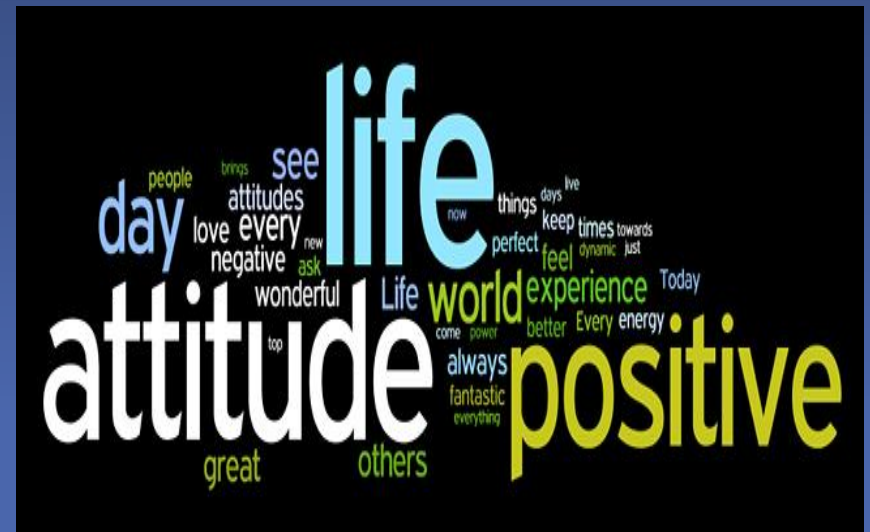
A firm belief in the character, ability, strength, or truth of someone or something.



ATTITUDES

The way you think and feel about something.

Attitudes guide how athletes think, feel, and act toward their team and teammates.





1 + 20 + 20 + 9 + 20 + 21 + 4 + 5 = 100%
A T T I T U D E

ACCOUNTABILITY

A firm belief in the reliability, truth, ability or strength of someone or something.



COMMUNICATION

Communication is a process of transferring information from one entity to another.



GOALS

A desired result or possible outcome that a person or a system envisions, plans and commits to achieve.



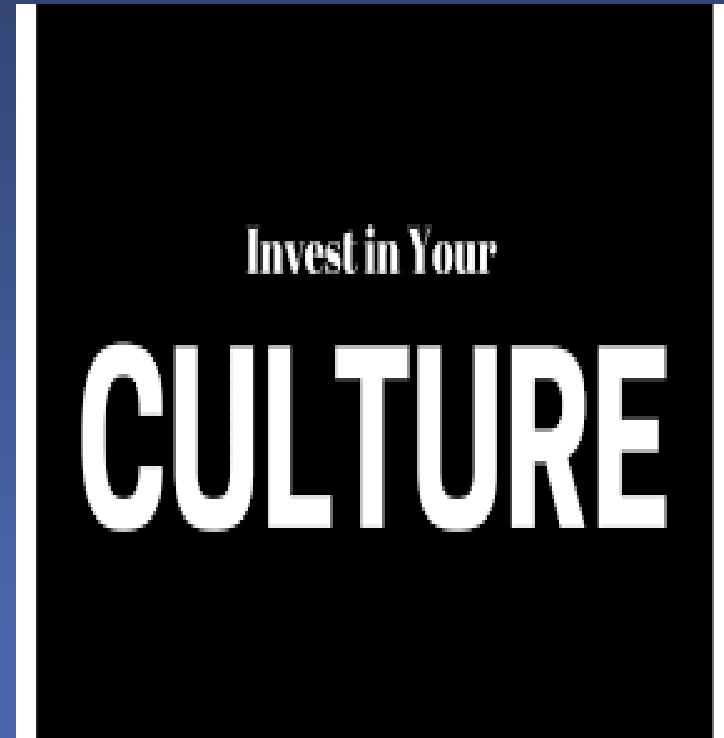
BUILDING A WINNING CULTURE

- Create an Environment of Trust
- Team-Teammates-Self
- Set Goals and Raise the Bar



BUILDING A WINNING CULTURE

- Define Values and Incorporate in Everything
- Communicate w/ your athletes
- Practice Teamwork



BUILDING A WINNING CULTURE

- Work Comes Before Success
- Instill Confidence
- Great Leaders Learn & Speak the Language of Their Team



HOW TO BUILD AND SUSTAIN A WINNING CULTURE

- Have a Vision
- Define your Coaching Style
- Educate-Purpose



HOW TO BUILD AND SUSTAIN A WINNING CULTURE

- Expectations
- Accountability
- Build a Value Based Foundation
- Teambuilding



CULTURE TRUMPS SCHEME

**SUCCESSFUL SEASONS ARE
75% CULTURE
AND 25% SCHEME**

Randy Jackson ,HFC, Grapevine HS, TX
Author of Culture Defeats Strategy

CULTURE OF PREPARATION

- Competitive Environment
- Mental Toughness
- Every Rep Counts
- Investment
- Educate-Why
- Develop Standards of Performance



Culture beats Strategy. Strategy is important but it is your culture that will determine whether your strategy is successful

-Jon Gordon



The culture precedes positive results. It doesn't get tacked on as an afterthought on your way to the victory stand. Champions behave like champions before they're champions: they have a winning standard of performance before they are winners.

— *Bill Walsh* —

AZ QUOTES

THANK YOU!

- Chuck Stiggins- Had a Vision 18 years ago
- Ethan Reeve
- CSCCA

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