















WHO YOU ARE
WHAT ARE YOUR STANDARDS
WHAT DO YOU WANT?



DO WHAT YOU SAY
BE INTENTIONAL
BE ACCOUNTABLE



EQUIP PEOPLE WITH
WHAT THEY NEED













BEHAVIOR
CONTROLS EVERYTHING
YOU GET WHAT YOU TOLERATE

INSTILMENT
TEACH THEM,
DON'T TELL THEM

CULTURE PLAYBOOK
STANDARDS
RESPONSIBLE
ACCOUNTABLE
DEPENDABLE

CULTURE PLAYBOOK

BEHAVIOR

UNSELFISH HIGH EFFORT

POSITIVE ENERGY WORK ON RELATIONSHIPS

DISCIPLINED COMPETE WITH TOUGHNESS

CULTURE PLAYBOOK

OUTCOME

GRADUATE QUALITY PERSON

CHAMPIONS PROFESSIONALS

CULTURE PLAYBOOK

STANDARDS	BEHAVIOR	OUTCOME
RESPONSIBLE	DISCIPLINED	GRADUATE
	UNSELFISH	QUALITY PERSON
ACCOUNTABLE	HIGH EFFORT	CHAMPION
	WORK ON RELATIONSHIPS	
DEPENDABLE	COMPETE WITH TOUGHNESS	PROFESSIONAL







**TALK TO YOURSELF,
DON'T LISTEN TO
YOURSELF**

**CREATE A SCRIPT
TO GET YOURSELF
OUT OF DEFAULT**

**WHAT DO YOU GET
OUT OF IT?..**






