

A dark bull with large, curved horns is the central focus in the foreground. In the background, a person wearing a white outfit is visible, though out of focus. The overall scene is dimly lit, with a reddish-brown wall in the background.

**HIGHLIGHT VIDEO**



**PROGRESSION TO A**

**POSITIVE**

**CULTURE**



**REALIZE**

**WE MAY**

**DISAGREE**



**RECOGNIZE**

**IT STARTS  
AT THE TOP**



**UNDERSTAND**

**NONE OF US**

**ARE PERFECT**

A dark bull with large, curved horns is the central focus in the foreground. In the background, a person wearing a white shirt is visible, though out of focus. The overall scene is dimly lit, with a dark, moody atmosphere.

**FOR THE COACH**



**WHO YOU ARE**

**WHAT ARE YOUR  
STANDARDS**

**WHAT DO YOU WANT?**

A person wearing a dark hoodie is holding a plant with green leaves and a brown stem. The background is dark and slightly blurred. Overlaid on the image are three lines of text in a bold, green, sans-serif font with a white outline.

**DO WHAT YOU SAY**

**BE INTENTIONAL**

**BE ACCOUNTABLE**





**EQUIP PEOPLE WITH  
WHAT THEY NEED**



**HELP THEM GET  
BETTER**

The image features a dark bull with large, curved horns in the foreground, and a white bull in the background. The text "CARE AND LISTEN" is overlaid in the center in a bold, green, outlined font.

**CARE AND LISTEN**

A dark bull with large, curved horns is the central focus in the foreground. In the background, a person wearing a white shirt and dark pants is visible, though out of focus. The overall scene is dimly lit, with a reddish-brown wall in the background.

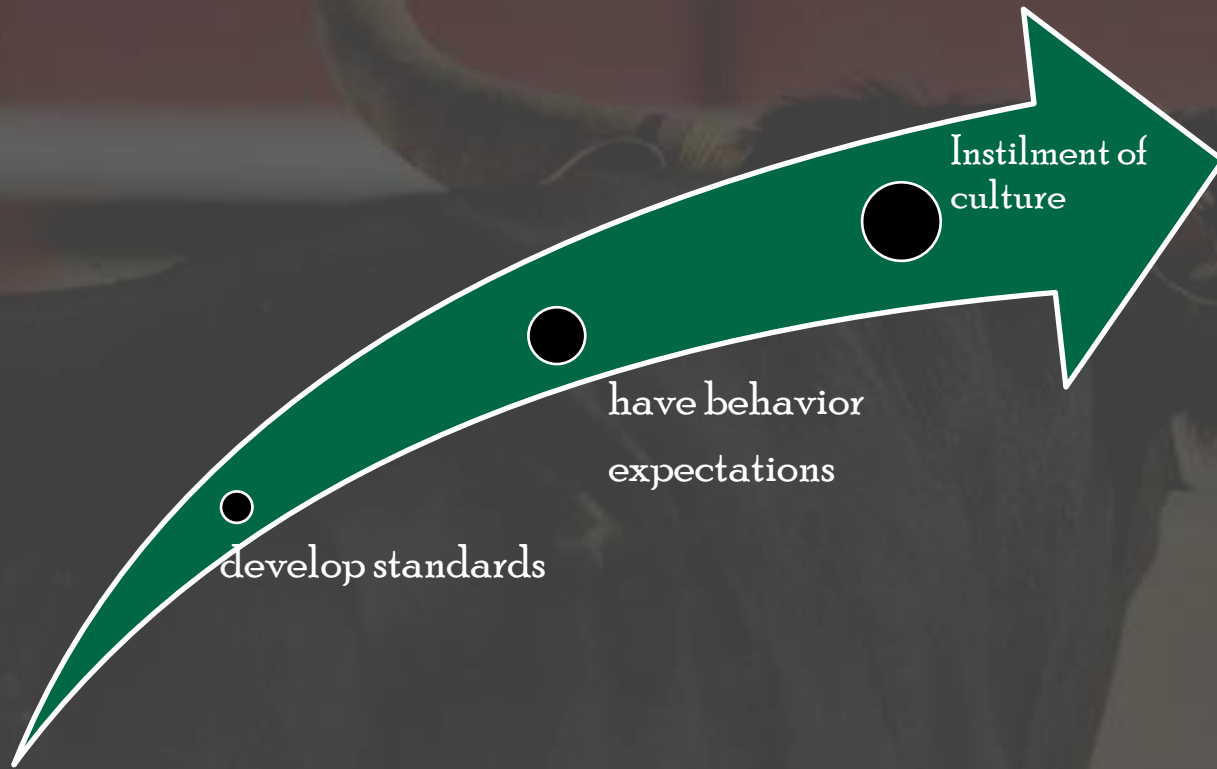
**SIMPLIFY**



**WHERE TO START?**

# CULTURAL INSTILMENT

POSITIVE  
CULTURE



NOT ALWAYS POSITIVE  
THOUGHTS AND ACTIONS

**STANDARDS**

**ONE OF THE BIGGEST  
DECISIONS**

**LARGEST EFFECT ON THE  
END RESULT**



**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

RESPONSIBLE

ACCOUNTABLE

DEPENDABLE

## BEHAVIOR

DISCIPLINED

UNSELFISH

HIGH EFFORT

WORK ON RELATIONSHIPS

COMPETE WITH TOUGHNESS

## OUTCOME

GRADUATE

QUALITY PERSON

CHAMPION

PROFESSIONAL



# BEHAVIOR DEVELOPMENT

**TEACH**

**TO COMPETE WITH  
THE MOST  
TOUGHNESS  
IN THE  
INDUSTRY**



**THOUGHTS TO  
TAKE WITH YOU**



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

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



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



**OVERCOME MY  
COACHING**

THEY CARE WHAT

YOU CAN DO FOR

THEM!



**DOES THIS HELP  
US WIN?**