

Building Championship Culture-

Because culture is dynamic and not static, it encompasses everything and everyone. Culture is not made up of just one thing. Every business, organization, program, team and relationship have its own culture. Even if your culture is a positive and encouraging one, there are always things you can do to improve it. You must create the culture you want by building great relationships with all the people around you. The best way to do that is to build great habits in every member of the coaching staff and in every player. Habits that will carry you through anything that happens daily whether it is practice, games, setbacks, failures, success or achievement. Create some core values and hold them accountable to those values. Spend a lot of time on character building exercises & development. Do not spend your time focused on winning a championship. Instead, focus on developing championship habits through great character. Begin to work toward that and in time you will have developed championship culture. To measure culture, have culture talks every 2-4 weeks where everyone involved talks about where we are & where we are headed. Don't let problems develop & grow.

Must have a first meeting and assess what the culture is and what you want it to be. The coach and everyone else in the program should know where your team stands in relation to your team culture now and what kind of culture you want to build. Players and coaches must talk TO each other, not AT each other, to change or improve habits and thereby, improve your team's culture. You must always model the behaviors that you want in your program.

To improve your team's overall culture, help your players form great habits.

1. Have realistic expectations. Building confidence & momentum in your program and players is part of developing a winning mentality. Focus on effort and attitude. Those are the only two things we have complete control over. Focus on the everyday process. When everyone gives 100%, you will get 100% in return.
2. Everyone in your program has to know/accept/master their exact role. It is fine to work for a role you want, but you have to understand and perfect the role you are given first. Every player and every coach are important to the team and play a role. Respect that.
3. Great culture comes from building your knowledge and turning that knowledge into useful skills. Player development workouts, practices, class, stretching, strength and conditioning, film, and recovery time build on themselves daily and will ultimately translate into great habits.

4. Limit any & all outside distractions that can disrupt your team's harmony and keep you from reaching your goals. Look at the team around your team. Evaluate all the people around your program. Anyone involved with alcohol, drugs, academic failure, anger, drama, conflict, etc. are all liabilities.
5. Players must take care of their bodies. Their sleep, their nutrition, their rest, their recovery, their mental health, their emotional well-being, ample sleep, eating nutritionally, getting plenty of water and appropriately tending to injuries every day are all essential and lead to healthier players which in turn leads to a better, more stable culture.
6. Your team should practice outside of practice. Players should use their own time to work on development of skills. They should be coming in before/after practice, evenings and on the weekends. They cannot just rely on the team practice hours because there are not nearly enough of them. Repetition is not punishment. Repetition is necessary for development. Also, teams need proper warm-up before all practices and games and continued strength training during the season.
7. Your team has to love their sport but also be able to accept each other as players and athletes. This goes a long way toward building team chemistry. Without cohesive team chemistry, even the best teams will fall apart. Teamwork is at the heart of great team chemistry.
8. Players have to value the program more than themselves. In other words, they must play for the team first. Individual agendas break up a team. Being a part of a program is not a part-time endeavor. It's not something you get to pick and choose. You belong to and represent your program 24-7-365. Act accordingly. If you are not prepared to put the team first, don't play. Program > team > player
9. During practice, players should be energy givers and their enthusiasm must be contagious. Energy and enthusiasm feed the team. It puts players in a positive frame of mind which leads to a more productive practice. No one is perfect. Mistakes will happen on and off the field. It is essential that everyone on the team learns from them.
10. Building good habits and culture is about commitment. Every player and coach must be committed to academic work, behavior, character, servant leadership, the program, working hard, working smart, working consistently, unselfishness, a winning attitude, the team, your role, your teammates and coaches.