

Examples of Standards from other teams etc

Dundee United

Aggressive
Relentless
Awareness
Bravery

Scottish Youth Squads. Our Game Our style

Awareness- tactical aspects to control game
Attitude- psychological aspects to win game
Ability
Athleticism- Physiological aspects for max results
Accountability- find solutions rather than moan about problems.

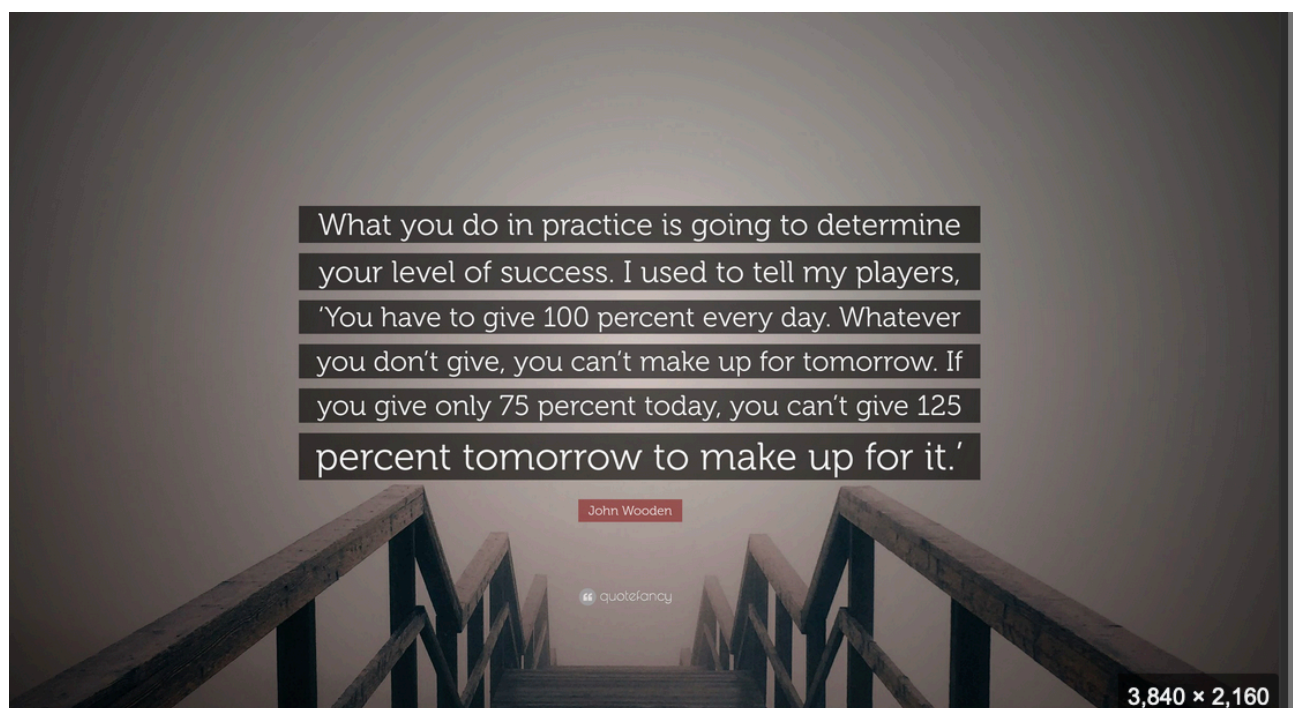
JD Performance Schools- Habits

1. Be your Best
2. Take care of the Ball
3. Under pressure, learn to deal with it
4. Lose possession- react (or gain possession)
5. You're allowed to be different
6. Awareness of ball, opponents & teammates to play in the space.
7. Team can win but you may not be successful.
8. Team may lose but you may be successful.
9. Never Give Up

Robbie Neilson-

1. Don't be a dickhead

Ever tried. Ever failed. No Matter. Try Again. Fail again. Fail better.” – Samuel Beckett



3. Set High Standards—and Hold Everyone to Them


Ferguson speaks passionately about wanting to instill values in his players. More than giving them technical skills, he wanted to inspire them to strive to do better and to never give up—in other words, to make them winners.

His intense desire to win stemmed in part from his own experiences as a player. After success at several small Scottish clubs, he signed with a top club, Rangers—the team he had supported as a boy—but soon fell out of favor with the new manager. He left Rangers three years later with only a Scottish Cup Final runner-up's medal to show for his time there. "The adversity gave me a sense of determination that has shaped my life," he told us. "I made up my mind that I would never give in."

Ferguson looked for the same attitude in his players. He recruited what he calls "bad losers" and demanded that they work extremely hard. Over the years this attitude became contagious—players didn't accept teammates' *not* giving it their all. The biggest stars were no exception.

Ferguson: Everything we did was about maintaining the standards we had set as a football club—this applied to all my team building and all my team preparation, motivational talks, and tactical talks. For example, we never allowed a bad training session. What you see in training manifests itself on the game field. So every training session was about quality. We didn't allow a lack of focus. It was about intensity, concentration, speed—a high level of performance. That, we hoped, made our players improve with each session.

I had to lift players' expectations. They should never give in. I said that to them all the time: "If you give in once, you'll give in twice." And the



I do not want players who do not have a keen desire to win and do not play hard and aggressively to accomplish that objective.

John Wooden

quoteancy

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But what makes up a winning culture? Here are 4 key components:

1. Discipline: In the offseason, it is easy to lose sight of your goals, but true champions work harder in the offseason to inspire their teammates to reach higher and push harder to get those extra reps. Discipline applies to game scenarios as much as it does to offseason work. Do you maintain good eye control to prevent the trick play from occurring? Do you utilize proper technique? The behaviors you need to win are rooted in discipline.

2. Determination: It's imperative that you go after your goals with incredible determination, because there'll be naysayers along the way who will try to detour you. If you and your football program are determined to achieve certain goals, it might mean you need to reevaluate the people you associate with outside the program. Are they helping you stay on the right path? Winning cultures eliminate distractions to allow greater focus on the tasks at hand.

RELATED CONTENT: **Players must treat teammates with respect, even when they don't get along**

3. Drive: To me, drive equates to work ethic and how bad you want to be great. I wasn't the biggest or fastest student-athlete, but I assure you, no one was going to outwork me in anything that was a competition. That's the mindset you have to establish, so you can turn your practices into competitions. It'll make your team better, and your practice habits will translate to the game. Cultures of success are made up of driven people. Competition can help sharpen that edge.

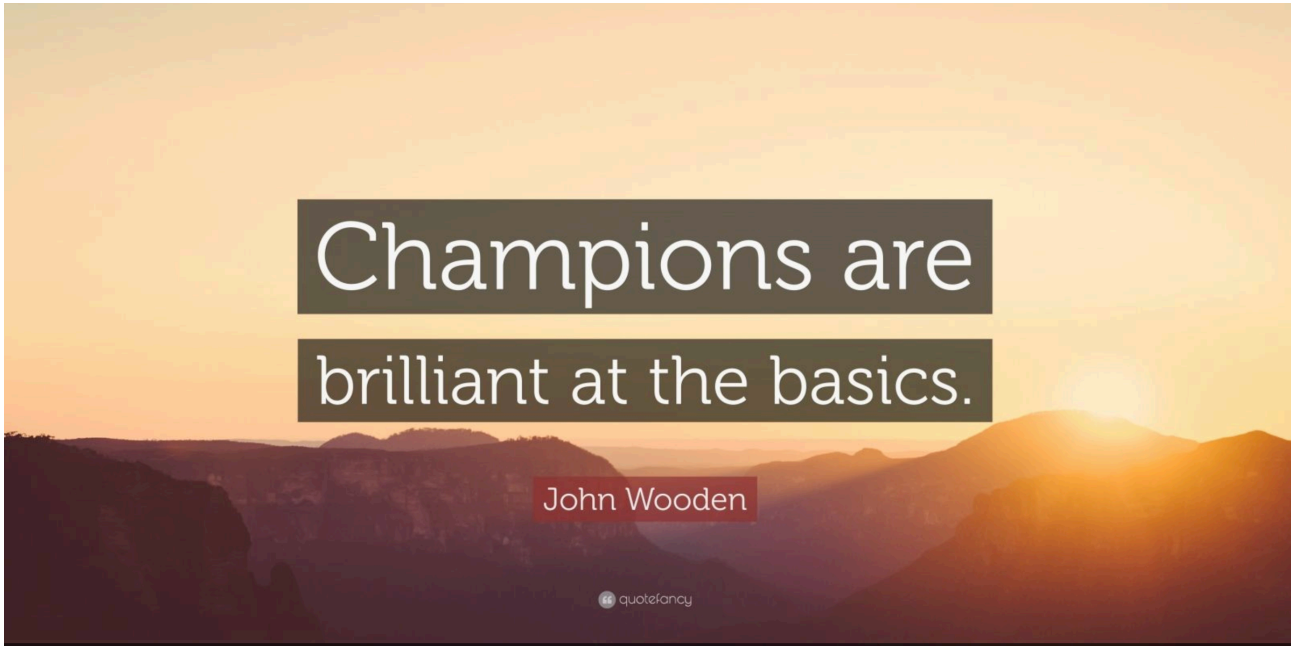
4. Character: It truly does matter. It's vital that you treat everyone with respect and dignity. Treating everyone right will establish a culture of excellence, which will give you a higher probability to be successful. Character also helps build and establish trust, which is key for coaches and players.

Work hard. Be great.

1. Conditioning: never be out-worked in a game

2. Teamwork: Players need to be unselfish




A scenic photograph of a sunset over a mountain range. The sun is low on the horizon, casting a warm, golden glow across the sky and the silhouettes of the mountains. The text is overlaid on this image.

Champions are
brilliant at the basics.


John Wooden

 quote fancy

A dark, solid-colored background with a subtle gradient, transitioning from a very dark blue at the top to black at the bottom. The text is centered in a white, sans-serif font.

You are not a failure until you start
blaming others for your mistakes.

John Wooden

 quote fancy

LINCOLN FOOTBALL CORE COVENANTS

L.A.D.

LOVE YOU CAN DEPEND ON ME

ACCOUNTABILITY HOLD EACH OTHER TO HIGH STANDARDS

DISCIPLINE THE FUTURE IS MORE IMPORTANT THAN NOW



LINCOLN FOOTBALL CORE VALUES

- 1. ALWAYS PROTECT THE TEAM**
- 2. RESPECT EVERYONE, ESPECIALLY WOMEN**
- 3. BE HONEST**
- 4. BE ON TIME**
- 5. NO DRUGS OR ALCOHOL**

LA FOOTBALL

2,048



North's **XI** Best



We Aspire to Inspire

We Conduct Ourselves with Integrity

We Compete Fiercely and Fairly

We Demonstrate Pride in the Uniform

Adversity is Our Asset

We are Great Communicators

We Take Responsibility

We Support Our Teammates

Hard Work is Our Passion

We Put the Team First

We are Driven to Excel



CHALLENGE ACCEPTED!

