



GREENSBORO

COLLEGE

- **Passion:** To work as hard as we require, to embrace the grind of being your best, you have to fall in love with the process. Perform and live with Energy and Enthusiasm, do not allow your emotions to control your energy. It's that certain something that will allow us to Touch Greatness!
- **Toughness:** It's not nearly as much about physical toughness as it is about mental toughness. The ability to block out the external factors, to focus on "What's Important Now." Toughness is about Perseverance; it's the ability to stay the course, to remain positive, to push forward through adversity.
- **Servanthood:** This is our entire Philosophy. Understanding, accepting and playing to your Role. Knowing that each and every role is extremely important to the success of our Team. Doing the little things, making the extra pass, taking a charge, setting a great screen, passing up a good shot for a great shot, serving your Team. Being Thankful for the experience regardless of the outcome.
- **Unity:** There is an old African Proverb; if you want to go fast, go alone. But, if you want to go far, go together. Nothing great has ever been achieved without a Team effort. It takes all of us fully committed to our Vision, our North-Star.



PASSION - TOUGHNESS - SERVANTHOOD - UNITY

"BUILDING A WINNING CULTURE"

- **The Right Stuff:** We absolutely will not sacrifice character for athleticism or talent. We will be successful with quality young men, who are positive, energetic and academically motivated.
- **Family:** Building and fostering a Family Atmosphere for our Team is of paramount importance in creating an environment of Trust and Mentoring. This is the foundation of our Team.
- **Vision:** It is my responsibility as the Leader to create a compelling vision for our Team, our Fans and Supporters. Messaging is of critical importance, the ability to communicate our Vision. Be persistent in pursuit of the Vision, but be patient with the Process.
- **Standards:** This is the Blue Print, it's who we are. THIS IS US, THIS IS NOT US. Standards and expectations create great clarity. We will be the absolute role models of the College and our community.
- **Accountability:** We will hold our Team Accountable. The development of Internal Leadership. Accountability builds Trust and a Family environment, without it, you will have chaos.
- **Challenge Daily:** We must create Competition, which in turn creates the opportunity for growth, both collectively and individually.
- **Celebrate Culture:** We will create ways to positively recognize and celebrate those who are living out and demonstrating our Culture. It's important to us that we create joy in the journey.

