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### Championship Culture

#### Championship Culture

- Culture and character is an expression
  - Of what you do, how you do it, and when you do it
- Building a championship culture is a direct reflection of the head coach and staff
- It promotes attainable goals while driving group behavior
- Culture creates an atmosphere that permeates and drives team's experience
- The following "Eight" characteristics are essential to sustained championship success

#### Introduction

- Having sustained championship success in any sport
  - Requires several different characteristics
- Establishing a championship culture is of utmost importance in how:
  - A team consistently functions and performs

#### Two Ways of Developing Team Culture

- Head coach can allow culture to emerge on its own
  - "Organic Approach"
  - Essentially the players create the culture
- The "Top-Down Method"
  - Head coach leads the charge in a collaborative manner

#### 1. Trust

- Honest, open, consistent, and direct communication
- Consistently expressing values, principles, and attitudes
- Being positive, proactive, and engaging

#### 2. Core Values

- A pillar of any culture
- Core values guide the decisions and choices
- When developing a Roadmap to championship success
  - Core values dictate what is most important
- Many aspects need to be flexible and adaptive
  - Core values must be foundational and transparent

#### 3. Clarifying the Purpose

- Imperative to understand each student-athlete's why
- Clarifying the purpose each year
  - Allows head coach and staff ability to adapt
- A compelling purpose is the first layer

#### 4. Vision

- The blueprint for championship success
- Complete understanding of where the program is now
- Solid vision to inspire, mentor, encourage, motivate and teach
- Developing championship habits

#### 5. Principles

- Culture can be a direct reflection of the leader
- Our beliefs, values, character, opinions will become culture of program
- Pay attention to the culture we want to build
- Guidelines must be set in place

#### 6. Team Chemistry

- Team members should collaborate, share knowledge, communicate
- Cohesion amongst group
- Conflicts are inevitable
  - Not about conflict, but how group handles them / conflict can strengthen
  - Culture has real implications

#### 7. Team-Oriented Goals

- Student-athletes within program can develop own goals ( have to be clearly defined)
- Student-athletes need to believe goals are worthwhile and achievable
- Head coach and staff must create a culture that bring both collective & individual success

#### 8. Performance Standards

- Think beyond statistics
- Important to invest time and energy to set and "Be" the standard of excellence
- Student-athletes will feel implicit pressure to uphold the standard
- Attitude is important as capabilities / with right attitude team can build capabilities