

Better Culture with a Winning Edge



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Why focus on TEAM CULTURE?



Purpose of these simple action is to put you team in the best light not only working together, but to individually respond to things appropriately so that we are successful in conflict, or tough situations. This is a life change. The “buy in’ starts with the head coach, move to the assistants on board, then the team. IN THAT ORDER. This is a **gift** from me to anyone that wants to sleep better when the team is in need of that special something.

Steps to Defining your Culture Barriers

- Identify Barriers
- Include everyone's ideas
- Coaches Input
- Consolidate or eliminate
- Define them
- Post to work on it!



Defining your Culture Barriers

Coach Input

- Use catchy phrases
 - Humor
 - Movie or Song Quotes
-
- GHOSTS OF SEASONS PAST:
 - CHANGING OF THE GUARD:
 - BIG BROTHER IS WATCHING YOU:
 - NO ZOMBIE FACES:



Coach Impact on Culture

Culture doesn't change when coaches call out players.

It changes when players hold each other accountable and say, "That's not how we do things here."



Culture Classes

- Better Culture.com
- 20 Tenets
- What is a Tenet? a principle or belief, especially one of the main principles of a philosophy



How did I get here?

- Decision making was authentic, but message needed polishing.
- I thought I had it right.
- If you have been wronged by a player, coach, parent, admin for your coaching... follow these steps to be able to sleep at night.
- Keep your authentic self in the process.
- I bought in because I had to in order to survive this career, and feel good about my decisions every time I was faced with an 18-23 year old problem.



Culture Classes

- Try to meet a couple times a week/over time weekly
- Work on 1-2 Tenets
- Videos, Interactive discussions, Role Play, Real situations
- Honesty, Trust, Empathy, Empowering



BETTER CULTURE Tenets (10)

- Welcoming
- Acts of Kindness
- Positive Intent
- Restraint
- Bravery to Speak
- Positive Energy
- On Board
- Own It and Fix It
- Life of the Party
- Bragging/Promotion



Welcoming

- First Impression
- Same Pepper Partners
- Lunch table/van or bus seats
- New to your group
- Positives: trust, understand them, introverted are included
- Elders vs the rookies
- Power of inclusion
- Walk and talks, date nights



Acts of Kindness

- Self explanatory
- Simple acts make big impacts
- Core memory
- Impactful
- Unselfish
- Leave a Legacy
- Player cards



Positive Intent

- Assume everyone is trying to do GOOD!
- Revert to Space, Pace.
- TRY HARD!
- Keep emotions at bay



Restraint

- Refrain from reaction (verbal or body language)
- This can be a positive situation or negative.
- Are you directly involved?
- Revert to Space, Pace and Grace
- This is not being weak.
- Helpful for the team to use it?



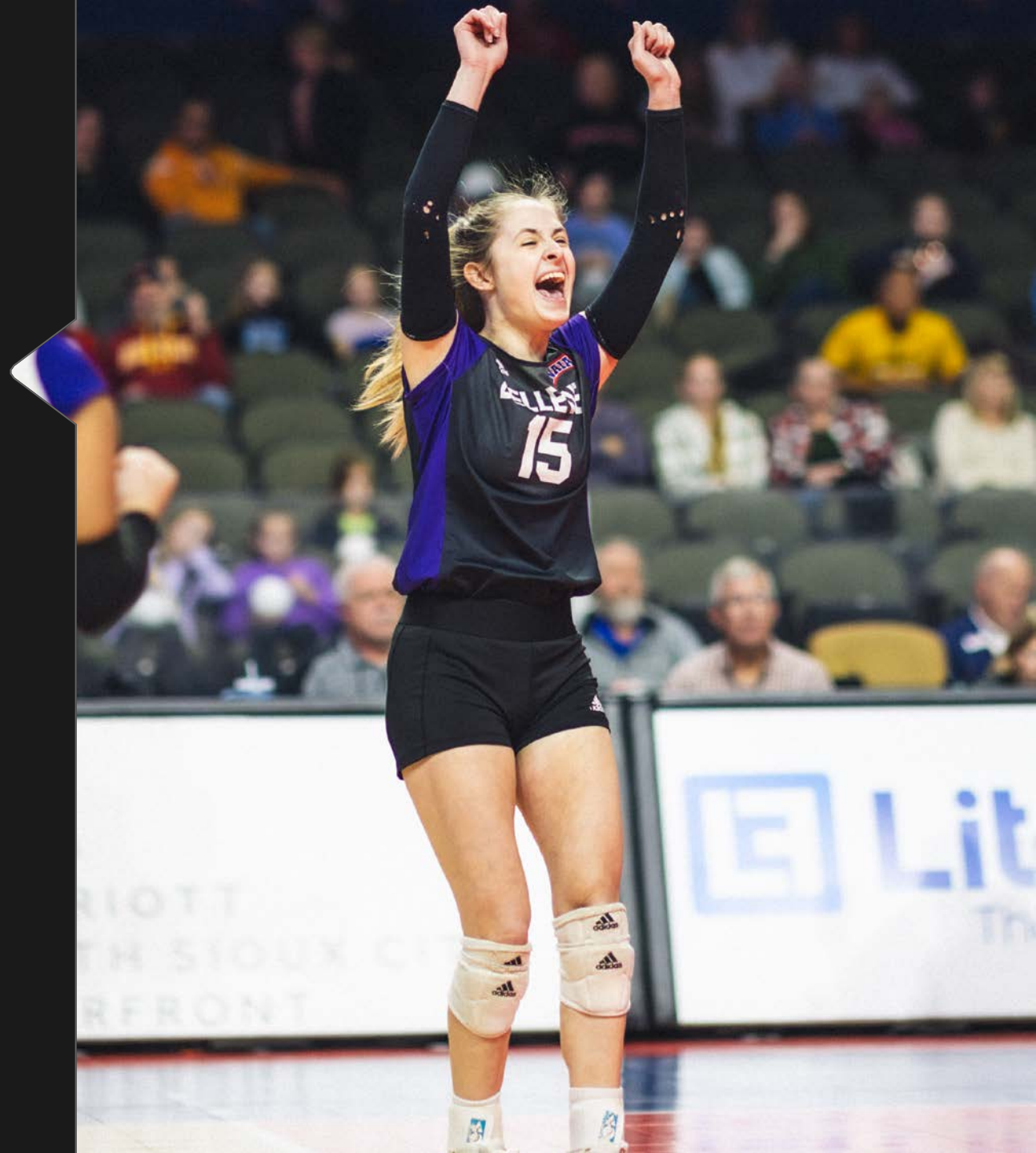
Bravery to Speak

- Conflict can be scary for some “why is it called BRAVE” – can be vulnerable
- Good situation or stressful
- Clear the air.
- Will this help the team?
- Tone and body language
- “Are you ok?”
- “This is not how our team operates here.”



Positive Energy

- Moody?
- Excuse maker?
- Consistent behavior brings Better Culture
- Are you passionate, or a poor attitude? Difference? The Play Angry Player can be positive energy
- Music



On Board

- Support team and team/coaching decision once made
- You can disagree. Language, actions, No Gossip!
- ***Most challenging of the tenets!***
- Called out player- get on board, disagree with coach decision



Own it and Fix It

- Acknowledge your mistakes, take action to repair any damage
- It was dealt with, now move on
- AAA: Acknowledge, Appreciate, Amends
- Was this helpful to the team?
- Forgiving with Empathy (another BC Tenet, but combined)



Life of the Party

- Who is your fun one?
- Spread joy and have fun
- The stoic ones will struggle, but praise if they join in!
- Coaches can break ice, or use humor to bring a dead drill to life



Bragging/Promotion

- Publicly praise others and celebrate deserving (and when they are not around)
- Shout outs
- Passing along praise
- Practice and match praise (NO COACHES AT FIRST)
- Females must empower each other!



Growing Culture/Not Policing

Pointing out culture faults can lead to the disruption of growing culture. Revisit and revert.

Trust

Positive Intent

Bravery to Speak

Owning and Fixing

Empathy



Role of the Bruin Board

Elected by their peers through a means of interviews with the coaches.

Not to police or a complaint box.

Did you follow the steps through the culture points?

The problem cannot be fixed or solved between parties, the board can be a source for help.

ARE WE ON BOARD WITH CULTURE?

Final destination is communication to the coaches.

Tattling vs Reporting



Venting vs the Bad Talk

Venting – solution based complaining. A moment to breathe and then get back at it.

Bad talk – no solution, mouth vomit. Can cause damage to the team or yourself.

USE THE TENETS TO STEER DOWN CORRECT PATH



Tattling vs Reporting

Tattling is trying to get someone in trouble or attention. No one is hurt, sick or in danger.

How can you be more helpful?

Follow the rules yourself and show others how you do it right. Can you aid in doing the right thing?

Reporting when I must tell someone in a position that can help when someone is sick, hurt, or in danger.

How can you be more helpful?

Bullying, degrading is hurtful.

Someone is not being good to themselves.

In the handbook, in danger, illegal.

Was chain of command used?



Coach Impact on Culture

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COACH EVERY PART OF THE GAME
THAT WILL MAKE THE TEAM AND
THE PLAYERS SUCCESSFUL



Summary

YOU must buy in. Assistants must be on board. Team on board. Work together.

Identify your barriers

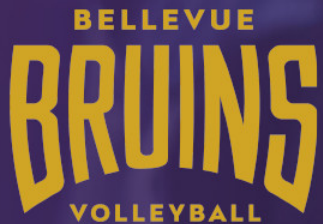
Culture classes

Use the Better Culture Tenets

Grow not police

Leaders/Board can keep it moving





better culture

If you go to my BetterCulture webpage (www.betterculture.com/trish) and click the button to explore 20 Tenets for Teams, you'll receive a \$500 discount. If the discount doesn't automatically show up on the checkout page (<https://betterculture.mykajabi.com/offers/wpgiMpYk/checkout>), enter coupon code "TRISH" and you'll get the discount.

If you talk to the team at BetterCulture and decide to use any services other than 20 Tenets for Teams, be sure to let them know that you heard about BetterCulture from Trish, and they'll give you a 10% discount on any product or service.