
NCA Coaches Clinic- #BuiltDifferent: Creating a Culture That Resonates

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◆ I. Introduction

- Why culture matters more than ever in today's programs
- *What's your program's identity? Do your kids feel it?*
- Define "**BuiltDifferent**":

◆ II. Origin of #BuiltDifferent

◆ III. Pillars of Our Culture

- **Standard Over Emotion**
 - Milboy's "Do it Anyway" mantra: Do the right thing regardless of mood or outcome
 - Holding teammates to the standard
- **Earned, Not Entitled**
 - No guarantees — everything is fought for daily
 - Varsity and JV live by the same expectations

➤ **Toughness is a Choice**

- Mental, physical, and emotional toughness
- Training hard AND training smart
- Wrestle a schedule that is suitable for your program

➤ **Silent Leadership**

- Lead with actions first
- Let your work speak

➤ **We Before Me**

- Sacrifice and loyalty
 - Celebrate roles/character, not just milestones — every member adds value
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IV. Making Culture Stick

➤ **A. Daily Reinforcement**

- Pre-practice talks/stories
- Weekly “BuiltDifferent Moments” shout-outs
- Visual branding: shirts, posters, social media consistency

➤ **B. Athlete Ownership**

- Leadership councils/captain roles
- Wrestler-led warmups/post-practice breakdowns
- Getting your HS wrestlers involved with your club/JH practices

➤ **C. Coaches Must Live It**

- Holding ourselves to the #BuiltDifferent standard
 - Admit mistakes, model growth, be consistent
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V. Practical Systems to Support Culture

➤ **A. Accountability System**

- Teammate/coach checkins
 - **B. Communication with Parents & Community**
 - Share the culture message early/often
 - Need a team-specific communication tool as well
 - Use social media to reinforce identity
 - **C. Recruiting & Retaining Wrestlers**
 - Nothing tops relationships
 - Use the upperclassmen!!
 - **D. Intangibles that set our program apart in our school/community**
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VII. Q&A
