

CULTURE

A Buzz Word in Sports

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“What does “Culture” mean to you? How would you define your “Culture”?”

I was fired, once and I swore, when presented the next opportunity, I was going to get a handle on it.

1. Has to be in line with your Coach/Leader - parallel
2. You will have a Culture-Design if or it Designs Itself (Default)
3. You Have to Live It—Talk it
 - Can't be “Your Actions Are Speaking So Loud” ...

My years of experience:

- Top Leaders (Seals)
- Coaches Speeches

How we define “Culture”:

1. Who are we (people)
2. How we do things around here (new facility)
3. (Our Actions) Consistently building Championship Habits
 - a. 6-win team — 27-win team

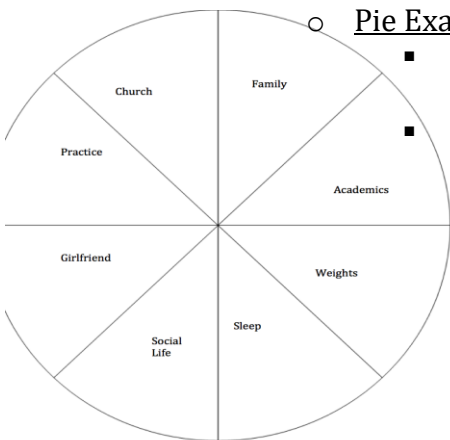
Key Elements in Designing Culture:

1. **Believe**

- Yourself- whether you think you can or you think you can't...either way you are Right!
- Teammates
- Coaches
- Game plan (Process)
 - Goal vs. Dreams (NBA)
 - I've always been a short-term guy (daily/weekly). What can I control in this process—maximize it
 - Goals = must align with your Behavior/Actions!

2. **Discipline**

- Mastery of others is strength, but mastery of yourself is True Power!
- What you do and how you act when no one else is watching
 - “Delay Gratification”
 - Do your work early: Time Management
Daily/Hourly Decisions (hard task vs leisure)
 - Pie Example: “Eat the Whole Pie”
 - Daily Assessment- One of the biggest keys to maintaining performance and sanity.
 - Two Main Concepts:
 - How many pieces are in your PIE? Are there too many?
 - When you are “in” one of those pieces, you are playing “Full Out”.
Game time! Be in the moment!
Sleep/ Diet/ On Time



3. **Team First (Unity)**

- It's not that you think less of yourself, but rather you think of yourself less.
 - Selflessness vs. Selfishness – Contagious
 - Be a day maker not a day breaker – Energy Vampire
 - Complainers and Whiners
- Become a great communicator
 - Seek first to understand before being understood
 - God gave us two ears and one mouth for a reason.
 - Value Differences Perspective
 - You must be willing to be a part of something that is much bigger than you!

4. **Hard Work**

- Must be a "Given".
- Seals:
 - A man can always do more than he thinks he can and usually did less than he thought he did.
 - Definition of Luck—Hard Work meeting an Opportunity

5. **Compassion**

- Great trait
 - Treat people right! Golden Rule. You have an opportunity to really make a difference and impact those around you. We all have a story and you don't need to know it first.
 - Come with Passion- (Latin)
 - "Attack this day with an enthusiasm unknown to mankind"
 - "Every day is a jump ball/ at bat... hit it out of the park"
 - Don't waste a day (I'm Bored)

6. **Perseverance**

- It's not IF life is going to throw you a curve ball, but WHEN?
 - How are you going to respond? Expect difficulties.
- It's hard to beat a man who never gives up.
- It's not about getting dealt a great hand but playing the hand your dealt.
- Remaining Humble and Hungry. Be able to handle success too. Stay consistent.

7. **Pride**

- You can be proud when you are taking care of business.
- Can't win every game / only one champion
- We promise athletes 2 things when they come here
 - Degree and to reach your *potential*
- Walk tall and without regret
- Proud of who you are and how you do things around here!