



04. Day 3 - The Right Culture Download

Pillar #10 - The Right Culture

What is The Right Culture?



- » Culture is a set of beliefs that drive behaviors to produce an outcome
- » Setting the right culture is your ability to **intentionally create the environment** necessary for success at the highest level
- » Culture is always in existence (for better or for worse)
- » If you want to improve your results, start by improving your culture

Move from talking the talk to walking the walk.

Move from living in the clouds to planting seeds in the dirt. Your culture doesn't grow when you just think about it or talk about it and keep it in the clouds, you must put your process on paper so that you can be on the same page and bring clarity to your process of culture.



Why is Culture important?

» Culture is important because:

- Without the right culture, your athletes won't be on the same page and up to the same standards
- If you don't have the right culture, the behavior and the results you get will not be at the level you are looking for
- Culture establishes the behaviors we want—and the negative behaviors we must eliminate



How to develop The Right Culture

Strategy #1: MVP Process

» Mission, Vision, Core Principles

- Mission: What's the big picture purpose of why you do what you do? What do you want your clients/athletes to say about you when your career is over
- Vision: What do you tangibly want to accomplish in your life, this year, this quarter?
- Core Principles: What are the core principles that you will intentionally live with or coach in your clients/athletes to give them the best chance for success at accomplishing the mission and vision?



ECU BASEBALL THE PIRATES MISSION

MISSION	Get 1% Better Every Day
VISION	<p>Graduate From East Carolina University</p> <p>Win The College World Series Host A Super Regional Host A Regional Win The American Athletic Conference Regular Season Championship Win 40+ Games</p> <p>Get 1% Better Every Day</p>
CORE PRINCIPLES	<ul style="list-style-type: none"> ● PURPOSE We have a plan for everything we do and a reason why we do it ● INTEGRITY Do what is right at all times even when nobody is watching ● RESPONSIBLE The power to choose your response in any situation ● ATTITUDE Be an energy giver ● TOUGHNESS The ability to embrace adversity and keep moving forward ● EXCELLENCE A lifestyle to be great ● SELFLESS We over me
THE PIRATES PARAGRAPH	<p>We compete with a PURPOSE, have a plan for everything and a reason why we do it.</p> <p>We live with INTEGRITY and do what is right at all times even when nobody's watching.</p> <p>We are RESPONSIBLE and have the power to choose our response in any situation.</p> <p>We are in control of our ATTITUDE, and are energy givers.</p> <p>We have the TOUGHNESS to embrace adversity and keep moving forward.</p> <p>We pursue EXCELLENCE and a lifestyle to be great.</p> <p>We are SELFLESS, put we over me and execute our role for the team.</p> <p>We are PIRATES.</p>



LSU SOFTBALL MVP PROCESS T.I.G.E.R.S CHAMPIONSHIP CULTURE

MISSION	T.I.G.E.R.S for life	
VISION	T.I.G.E.R.S. For Life Graduate From LSU Win The NCAA Go To OKC Make, Host, Win a Super Make, Host, Win a Regional Win 45 Games Win The SEC Win The Series <u>W.I.N The Moment</u>	
CORE PRINCIPLES	Trust	Believe Our Process
	Integrity	Do What's Right
	Grit	Long Term Perseverance
	Energy	Bring The J.U.I.C.E.
	Relentless	Always The Attacker
	Selfless	<u>LS</u> U
E+R=O	ABOVE THE LINE	BELOW THE LINE
PERSON	<ul style="list-style-type: none"> • Be On Time • Do What's Right 	<ul style="list-style-type: none"> • Being Late
STUDENT	<ul style="list-style-type: none"> • Attend Every Class • Turn In All Work 	<ul style="list-style-type: none"> • Not Going To Class
PLAYER	<ul style="list-style-type: none"> • Run Hard at All Times • Control What You Can Control 	<ul style="list-style-type: none"> • Bad Body Language When It Gets Hard • Focusing On What We Can Not Control





LAST NAME, FIRST NAME - QTR 3-2019 - PERSONAL MVP PROCESS

LIFE MISSION (HOW DO I WANT TO BE REMEMBERED? / WHAT DO I WANT INSCRIBED ON MY GRAVESTONE?)	
<input type="checkbox"/> Someone who loved, laughed and worked hard to be their best in service to others	
LIFE (TELESCOPE) VISION (WHAT DO I WANT TO ACHIEVE? / WHAT DO I WANT ON MY RESUME?)	
<input type="checkbox"/> Make PBA Hall of Fame <input type="checkbox"/> Graduate from Yale University <input type="checkbox"/> Win a Gold Medal with Team USA <input type="checkbox"/> Make the varsity team <input type="checkbox"/> Graduate high school with a 3.5 GPA or better	
QUARTERLY (MICROSCOPE) VISION/GOALS - PERSONAL/FAMILY	
<i>FAMILY</i>	<input type="checkbox"/> Talk to your mother and father at least 3x a week
<i>FRIENDS</i>	<input type="checkbox"/> Say no to the opportunities that do not align with your desired lifestyle
<i>FINANCIAL</i>	<input type="checkbox"/> Start a personal budget and save \$200 a month in checking
QUARTERLY (MICROSCOPE) VISION/GOALS - SERVICE/WORK/CAREER	
<i>PERSONAL EDUCATION</i>	<input type="checkbox"/> Go through Cain's 5 2 Thrive program 5min a day, 5 days a week <input type="checkbox"/> Read a Chapter of The mental game of Volleyball each week - a little a lot each night
<i>COLLEGE PREP</i>	<input type="checkbox"/> Create a list of my top 10 schools
QUARTERLY (MICROSCOPE) VISION/GOALS - ENERGY	
<i>PHYSICAL PERFORMANCE</i>	<input type="checkbox"/> Run a mile under 7 minutes <input type="checkbox"/> Do 5 pullups
<i>BOWLING</i>	<input type="checkbox"/> Play 3x a week outside of scheduled practice <input type="checkbox"/> Hit against a wall to practice serving 15min 4 days a week
<i>MENTAL PERFORMANCE</i>	<input type="checkbox"/> 10MIN of Headspace meditation "take 10" for 10 straight days
<i>NUTRITION</i>	<input type="checkbox"/> Drink 2/3rds Body weight in water a day <input type="checkbox"/> Bring food with me and fuel every odd hour "eating on the odds"
CORE PRINCIPLES / (WHAT WILL MY CORE PRINCIPLES BE TO GIVE MYSELF THE BEST CHANCE FOR SUCCESS AT ACHIEVING MY GOALS)	
<i>CORE PRINCIPLES</i>	Discipline: Have a plan and stick to it Energy: Be a positive energy giver Love: Unconditionally giving of yourself, expect nothing return Trust: Do what's right and do what you say you will do
ONE WORD FOCUS (THE ONE WORD I WILL FOCUS ON LIVING THE MOST FOR THIS QUARTER)	
<i>QUARTERLY ONE WORD FOCUS</i>	Discipline Have a simple plan and stick to it.
DEFINITION OF SUCCESS (I DEFINE SUCCESS FOR MYSELF SO I AM PLAYING ON MY SCOREBOARD AND NOBODY ELSE'S)	
<i>DEFINITION OF SUCCESS</i>	Live in alignment your mission today in service to others

E+R=O	WHAT MY LIFE LOOKS LIKE ABOVE THE LINE	WHAT MY LIFE DOESN'T LOOK LIKE BELOW THE LINE
PERSONAL	<ul style="list-style-type: none"> ● TBD 	<ul style="list-style-type: none"> ● TBD ● TBD
SERVICE	<ul style="list-style-type: none"> ● TBD ● TBD 	<ul style="list-style-type: none"> ● TBD ● TBD
ENERGY	<ul style="list-style-type: none"> ● TBD ● TBD 	<ul style="list-style-type: none"> ● TBD ● TBD

How to develop The Right Culture

Strategy #3: Create A Creed



A Creed by definition is a statement of belief.

If you are juiceful you are useful if you are juiceless, you are useless.

Coming up next...

- » The invitation that will change the future of your coaching career, your results, influence, impact and income.



