

The 5 Steps To Establish & Enhance The Right Culture

@BrianCainPeak   

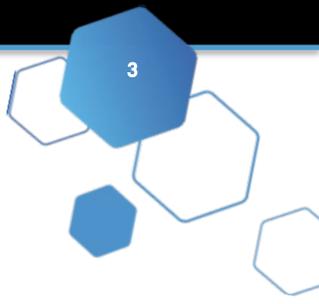


The 5 Steps To Establish & Enhance The Right Culture You Will Learn

- 🏆 How We Define Leadership
- 🏆 The Pathway of How Leadership & Culture Work Together
- 🏆 How To Define Your Team Mission, Vision and Principles
- 🏆 The Importance of Brining Definition To Your Principles
- 🏆 The Two Behaviors That Make Your Culture
- 🏆 How To Assess Your Current Culture
- 🏆 Creating Growth Plans for Enhancement & Advancement

The 5 Steps To Establish & Enhance The Right Culture You Will Learn

- 🏠 The Exact Google Survey To Use
- 🏠 Know How to Create Collaboration and Clarity
- 🏠 Examples You Can Use of Winning Cultures
- 🏠 The Exact 5 Step Process To Follow Start to Finish



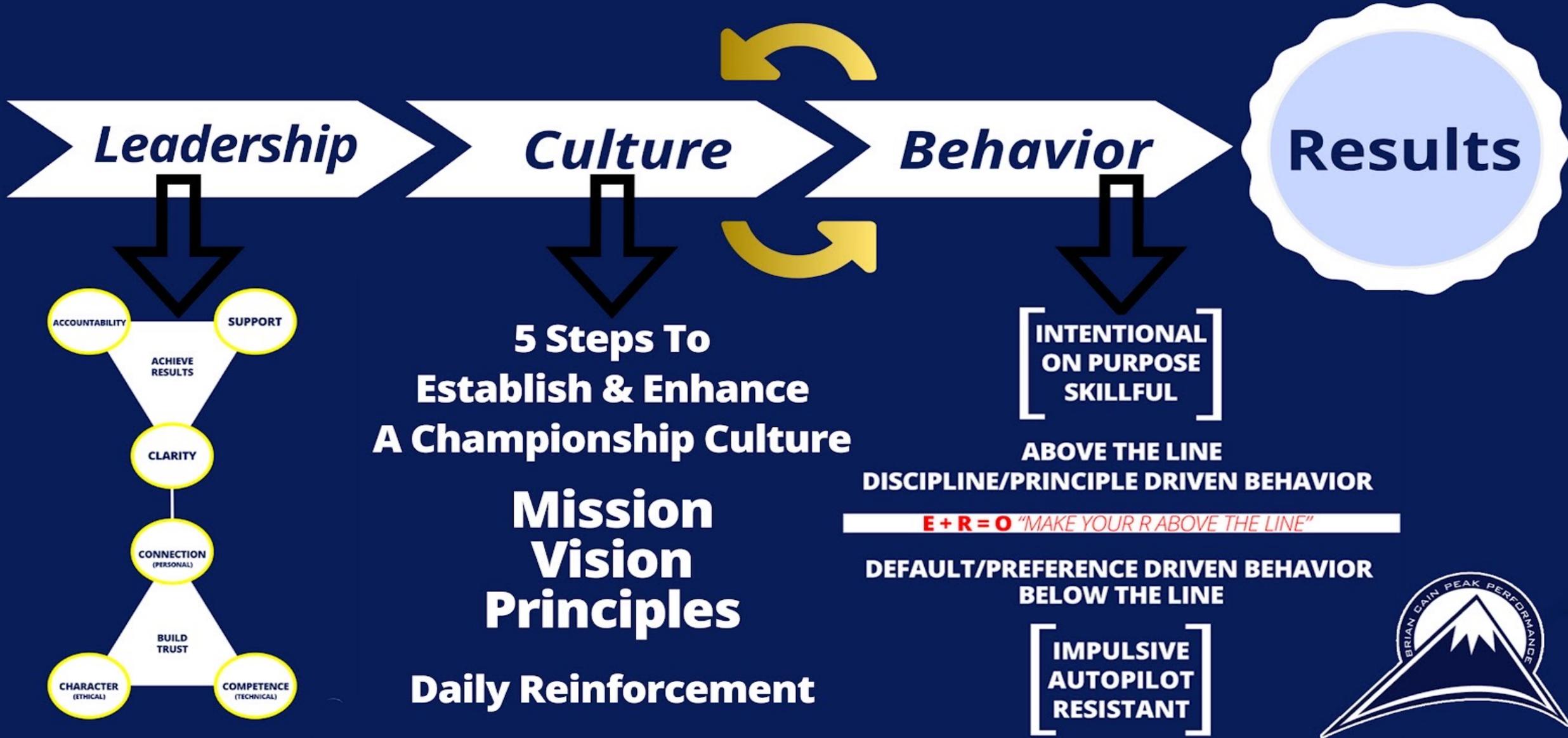


Pillar #9

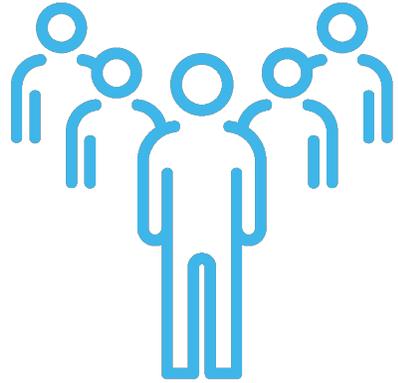
Leadership



THE PERFORMANCE PATHWAY



THE 6CS OF LEADERSHIP & BUILDING TRUST



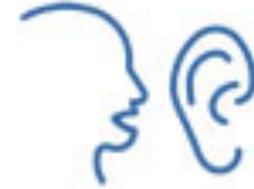
CONNECTION



CONSISTENT



CHARACTER



COMMUNICATION



COMPETENCE



COURAGE



TRUST



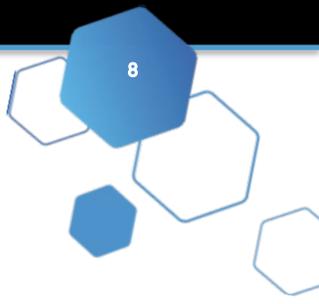
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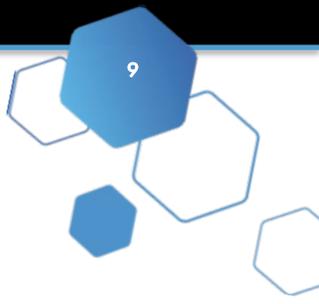
The Right Culture



The 5 Steps To Establish & Enhance The Right Culture

- Step 1: Identify the MVP
- Step 2: Define The Core Principles
- Step 3: Describe The Above & Below The Line Behaviors
- Step 4: Assess Your Behaviors
- Step 5: Create a Growth Plan & Implement

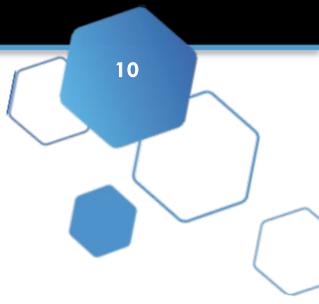




The 5 Steps To Establish & Enhance The Right Culture

MISSION

- 🏆 The BIG PICTURE
- 🏆 What You Want Others To Say About You
- 🏆 The Graduation / Retirement Speech
- 🏆 The Gravestone
- 🏆 No Finish Line



The 5 Steps To Establish & Enhance The Right Culture

VISION

- 🔹 The Results
- 🔹 The Resume
- 🔹 What You Want To Accomplish

The 5 Steps To Establish & Enhance The Right Culture

PRINCIPLES

- 🔹 The Values / Principles That Drive Behavior
- 🔹 How You Want Your People To Show Up
- 🔹 Start With The Principles
- 🔹 Work to Create “Stickiness”





OREGON BASEBALL

MVP PROCESS & CHAMPIONSHIP CULTURE

MISSION	Develop You To Become The Best Version of Yourself	
VISION	<p>Continue to Work The P.R.O.C.E.S.S Graduate From The University of Oregon Prepare You For Success in Professional Baseball Win The National Championship Go To Omaha Make, Host, Win a Super Regional Make, Host, Win a Regional Win The PAC Tournament Win The PAC Win 40 Games Win The State Win The Series Win Today Win This Pitch Work The P.R.O.C.E.S.S</p>	
CORE PRINCIPLES	<p>Preparation It Takes What It Takes</p> <p>Relationships Transformational Trust</p> <p>Ownership Accountable For Self and Others</p> <p>Compete You Compete, You Win</p> <p>Energy & Effort The Controlables</p> <p>Substance White Shirt Mentality, Earn It</p> <p>Standards The Way You Do Anything Is The Way You Do Everything</p>	
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p style="text-align: center;">ABOVE THE LINE BEHAVIOR</p> <p style="text-align: center;"><i>"What It Looks Like"</i></p> <p style="text-align: center;"><i>Winning - Intentional - Disciplined</i></p> </div> <div style="width: 45%;"> <p style="text-align: center;">BELOW THE LINE BEHAVIOR</p> <p style="text-align: center;"><i>"Not What It Looks Like"</i></p> <p style="text-align: center;"><i>Losing - Not Intentional - Lazy</i></p> </div> </div>		
PERSON	<ul style="list-style-type: none"> • Be On Time • Do Things Right • Treat Others With Kindness, Understanding and Respect • NO BCD (Blaming, Complaining/Complacency, Getting Defensive) 	<ul style="list-style-type: none"> • Being Late • Doing Things Wrong • Lacking Integrity and Respect • BCD (Blaming, Complaining/Complacency, Getting Defensive)
STUDENT	<ul style="list-style-type: none"> • Attend Every Class • Turn In All Work On Time • Take Ownership Of Your Work • Graduate In less than 4 years 	<ul style="list-style-type: none"> • Missing Class • Procrastinating • Cheating • Not Doing What It Takes To Graduate
PLAYER	<ul style="list-style-type: none"> • Growth Mindset • Control What You Can Control • Great Teammate - Focused on We > Me • Great Competitor - Win Each Pitch 	<ul style="list-style-type: none"> • Fixed Mindset • Focusing on Uncontrollables - The Noise • Bad Teammate - Selfish • Bad Competitor - No Desire To Win Each Pitch

The 5 Steps To Establish & Enhance The Right Culture You Will Learn

- 🏆 [Google Form Survey](#)
- 🏆 [Google Form Survey Results](#)
- 🏆 [Oregon Baseball MVP Process](#)
- 🏆 [The Process Culture Training Series](#)
- 🏆 [The Process Culture Training Series - VIDEOS](#)
- 🏆 [The Process Culture Worksheets](#)
- 🏆 Assessment 1-10, Start Stop Continue

The 5 Steps To Establish & Enhance The Right Culture You Will Learn

- 🏆 [The Pony Up Creed](#)
- 🏆 [Challenge Coins](#)
- 🏆 [Helmet Stickers](#)
- 🏆 [Player Presentations & Awards](#)
- 🏆 [In Game Recognition](#)
- 🏆 [T-Shirts](#)



TAMPA PREP CHAMPIONSHIP CULTURE & MVP PROCESS

<p>MISSION <i>Why</i></p>	<p>TERPS for Life</p>	
<p>VISION <i>What</i></p>	<p>TERPS For Life One Community Service Project Per Team Graduate 100% of Student Athletes AVG 3.0 GPA For Student Athletes Win State Championships Win District Championships Every Team In Postseason Play</p> <p>TERPS Today</p>	
<p>CORE PRINCIPLES <i>How</i></p>	<p>CORE PRINCIPLES</p> <p>Trust Team Toughness</p> <p>Energy Effort Excellence</p> <p>Respect Responsibility Relentless</p> <p>Present Process Productive</p> <p>Service Sportsmanship Success</p>	<p>DEFINITION</p> <p>Do what you say Together Everyone Achieves More Embrace and overcome adversity</p> <p>Bring the JUICE "All In" all the time Pursue your personal best</p> <p>Treat others as they want to be treated You choose your ability to respond Always on the attack</p> <p>Be where your feet are The pathway to results Do quality work</p> <p>Higher Purpose Than Self Humility and gratitude in victory and defeat Become what you are capable of becoming</p>



EASTMONT
WILDCATS TODAY

W.I.N
WHAT'S IMPORTANT NOW

INTEGRITY
DO WHAT YOU SAID YOU WOULD DO

LEADERSHIP
SERVICE ABOVE SELF

DISCIPLINE
ATTENTION TO DETAIL

COMPETITIVE
ONE _____ AT A TIME

ATTITUDE
BRING THE JUICE!

TOUGHNESS
EMBRACE AND OVERCOME ADVERSITY

SELFLESS
WE OVER ME

WILDCATS FOR LIFE





EASTMONT
HIGH SCHOOL

Eastmont High School Athletics MVP Process

Please take 5 minutes and fill out this survey so that we as an athletic department can work to clarify and implement a culture, mission, vision and core principles.



PERSONAL INFO

Description (optional)

First Name

Short answer text

Last Name

Short answer text

Email Address

Short answer text

MISSION

Think of our mission as the BIGGER PICTURE PURPOSE of why do we exist as an athletic department. What is the purpose of our job as coaches and the athletic experience for our student athletes

MISSION: What do you think the mission of our athletic department should be?

Long answer text

VISION

Think of vision as a series of tangible goals that can be measured. What are the results we want to produce as an athletic department?

VISION: What do you think the vision of our athletic department should be?

Long answer text

Timestamp	First Name	Last Name	Email Address	MISSION: What do you think the mission of our athletic department should be?	VISION: What do you think the vision of our athletic department should be?	CORE PRINCIPLES: What do you think 1st core principle of our athletic department should be?	CORE PRINCIPLES: What do you think 2nd core principle of our athletic department should be?	CORE PRINCIPLES: What do you think 3rd core principle of our athletic department should be?
9/4/2021 0:18:50	Russ	Waterman	watermanr@eastmont206.org	To help develop future leaders by caring and growing them while teaching them confidence, caring, character and control through athletics	To help our athletes know that they are more than a person who excels at a sport. They excel at the sport because we grow them to be their best person.	Character/culture	Selflessness	Tenacity
9/5/2021 14:49:41	Ryan	Tullar	tullarr@eastmont206.org	The mission of a coach should be that our athletes leave us as better people than they were on the day that they entered our program.	-Higher academic standards than our athletes would otherwise have. -Athletes graduating and choosing colleges and trade schools and seeking careers. -Athletes being faces of support and help within the school and community. -Athletes who learn to connect to their peers and others based on who they are not what group they fit into. -Athletes who learn to build lasting relationships and learn to work towards a common goal for those relationships over their own self. -Athletes who learn that hard work is a part of life, and learn to work for others and themselves will see better product on the field, in the classroom and in life. -Ultimately by achieving these things our athletes will become winners not only on the field but in life. I do believe athletes are competitive, and athletes want to win, but winning isn't the only goal. But it definitely needs to be something we strive for. I have seen incredible coaches who connect with athletes but miss on a lot of other things and live in a losing environment and lose athletes. If we establish all of the above wins take care of themselves.	Dedication-To your team, to the classroom, to the off-season, to the weight room, and to yourself.	Family- Remembering that those you choose to bring into your life are your family, and a team is very much a family.	Strength- Mental strength built from preparation. Physical strength built from hard work in the weight room. And strong relationships intentionally built. A DEDICATED, FAMILY is STRONG
9/5/2021 18:00:42	Mark	Brownlee	markbrownlee01@gmail.com	Eastmont athletics exists to create an environment that supports student athletes who strive for excellence and fosters the development of characteristics that will help them grow to reach their potential as students, athletes, and citizens.	Eastmont athletics produces scholar athletes who exhibit sportsmanship, mental toughness, and dedication to their craft.	Humility	Integrity	Passion
9/5/2021 19:29:18	Vidal	Hurtado	hurtadov@eastmont206.org	To use sports as the avenue to foster model citizens of our community.	To graduate all student-athletes with a strong skill set to perform and contribute to our community.	Accountability	Resilience/Grit	Competence
9/6/2021 18:08:36	Jennifer	Gann	Gannj@eastmont206.org	To build an exciting and educational experience in sports that includes all students from all walks of life. Building character and skills both mental and physical that will carry students to the next levels in life. Where all teams support each other and work	Coaches working together with athletes and athletic admin to build a supportive program. We need to focus not only on team goals but supporting each other and being one United Wildcat family. We want to see packed stands and stadiums for all levels of play. With that	Respect	Selflessness	Integrity



TCU BASEBALL CHAMPIONSHIP CULTURE

MISSION	Become the very best version of yourself	
2021 MOTTO	Whatever It Takes	
VISION / GOALS	<p style="text-align: center;"> Prepare You To Become The Best Version of Yourself Graduate From TCU Prepare You For Success In Professional Baseball Go To Omaha & Win The College World Series Host & Win A Super Regional Host & Win A Regional Win The Big XII Tournament Win The Big XII Regular Season Win 40+ Games <u>One Pitch At A Time</u> </p>	
CORE VALUES	<ul style="list-style-type: none"> • SELFLESS Team First, Team Last • EXCELLENCE Working To Be Your Best At All Times • ENERGY Attitude/Effort 	
	<u>ABOVE THE LINE BEHAVIOR</u> WHAT SEE LOOKS LIKE	<u>BELOW THE LINE BEHAVIOR</u> WHAT SEE DOESN'T LOOK LIKE
PERSON	<ul style="list-style-type: none"> • Only positives with social me • Be a role model for others • Participate at volunteer events, to whom much is given, much is expected • Walk away from negative situations • Stay in control of myself at all times • Maintain eye contact in communication 	<ul style="list-style-type: none"> • Posting things on social media that I regret later • Skipping out on opportunities to give back to TCU • Getting into altercations or trouble in community • Losing self-control and making decisions I regret later
STUDENT	<ul style="list-style-type: none"> • Go to class on time, every day with phone off, sitting in front • Turn in all my assignments on time • Communicate with my profess • Do my own work at all times, integrity is everything 	<ul style="list-style-type: none"> • Skipping class or showing up late • Being on my phone in class • Cheating, copying, lying • Not taking time to have a relationship with my professor
PLAYER	<ul style="list-style-type: none"> • Be coachable = Accept constructive criticism as a compliment • Execute early work and have consistent pre-practice routines • Sprint everywhere on the field / Relentless positive energy • Act different than how you feel, BIG body language at all times • Pay attention to execution of details • Compete one pitch at a time • Communication on each pitch on the field, play loud 	<ul style="list-style-type: none"> • Taking coaching personally and getting small when coached • Not executing early work • Jogging or going through the motions • Living in the past or the future • Playing quiet and not being "into" the game or practice • Skipping pre-hab



“The biggest impact that Brian Cain has made in our program has been in how I am able to intentionally create a culture and get our staff, support staff and players to align with that culture.”

Jim Schlossnagle

Head Baseball Coach, TCU

2010, 2014, 2015, 2016, 2017 NCAA College World Series

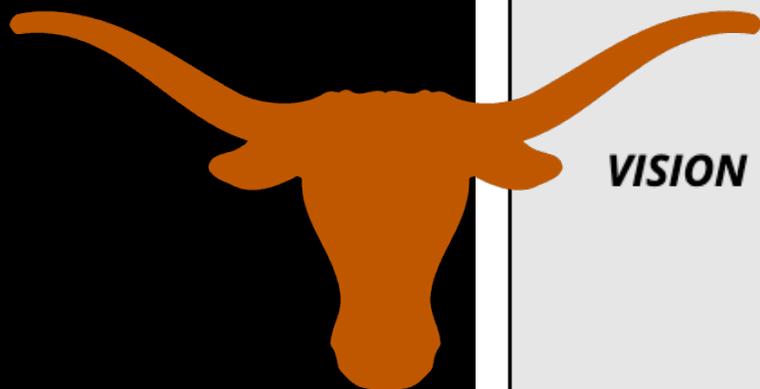
2013 Team USA Baseball National Team Manager

TEXAS A&M BASEBALL MVP PROCESS & CULTURE



<p>MISSION</p>	<p>To Help Every Person Within The Program Become The Best Version of Themselves in All Areas of Their Life</p>	
<p>VISION</p>	<p style="text-align: center;"> Become The Very Best Version of Yourself Prepare You For Success In Pro Baseball Graduate From TAMU Win The National Championship Go To Omaha Make, Host, Win A Super Regional Make, Host, Win A Regional Win The SEC Win The SEC West Win The Series Win The Game Win The Pitch Live RELLIS <u>Today</u> </p>	
<p>CORE PRINCIPLES</p>	<p>Respect Excellence Leadership Loyalty Integrity Selfless Service</p>	<p>Be A Great Teammate Best Version of Myself Today Set Example, Hold Teammates Accountable Team First, Team Last Above The Line Behavior To Whom Much Is Given, Much Is Expected</p>

TEXAS BASEBALL MVP PROCESS & CULTURE



MISSION	To Help You Become The Best Version of Yourself	
VISION	<p style="text-align: center;">TEXAS For Life Prepare You For Success In Professional Baseball Graduate From The University of Texas Win The National Championship Go To Omaha Make, Host, Win A Super Regional Make, Host, Win A Regional Win The SEC Win The Series Win The Game Win The Pitch TEXAS Today</p>	
CORE PRINCIPLES	<p>Toughness Energy Xcellence Accountability Selfless</p>	<p>Mentally and Physically GOOD Bring The Juice The Best Version of Yourself Do What You Say You Will Do Team First, Team Last</p>

Live Culture Q&A

» How to Get Buy In?

People From All Different Walks of Life (20 Sets of Parents, Agendas etc)

» Keep An Eye On Your Inbox

» Recording of This Live Training

» Access To Resources

Live Culture Q&A

- » With a player- lead culture, how do you sustain your culture when you turnover your roster due to graduation, transfer, etc?

Live Culture Q&A

- » To be successful do you need to mix being hyper intense and being driven with obsession towards being the best?

Live Culture Q&A

- » As you work with the whole athletic department and establish the MVP process, does each team develop their own MVP as well...would it ever conflict with the athletic department MVP....