



THE GRASS IS GREENER WHERE YOU WATER IT

Building a Sustainable Team Culture

WLSTC 2018 Presentation with Jenilee Voss

# THINK & REFLECT



## Fondest memory as a...

- Grade school athlete
- Grade school coach or AD

## Worst memory as a...

- Grade school athlete
- Grade school coach or AD



# BUILD YOUR CULTURE



1. Prepare
  - a. What are you working with?
2. Seed
  - a. What do you want to stand for?
3. Feed
  - a. Your Culture
  - b. Yourself
4. Grow



# WHAT ARE YOU CURRENTLY WORKING WITH?



- “The grass is greener on the other side.”
  - Struggling culture or losing student-athlete participation to \_\_\_\_\_
- “SWOT” Analysis
  - Creatively respond



# WHAT DO YOU WANT TO STAND FOR?



- Think about your Core Values and Mission Statement
  - School > Athletic Department > Program
- Make it come to life!
  - Get creative & stay focused
  - Traditions / Mascots / Themes / Metaphors / Something ‘Tangible’
  - Examples:
    - “THREAD”
    - Wooden Week
    - “We are Warriors in all we do”
    - Hard Hat / WD>WS



# FEED YOUR CULTURE - 4 E'S



1. Communicate clear Expectations
2. Create Experiences
3. Energize and involve students
4. Engage the community

# FEED YOUR CULTURE - 4 E'S



1. **Communicate clear Expectations**
  2. Create Experiences
  3. Energize and involve students
  4. Engage the community
- Write it down & read together
  - Model the behavior. Use the lingo. Start creating buy-in. This is who we are.
  - Let everyone know what you believe is possible
    - Get the vision out of your head and into the head and heart of your followers. They are the difference makers.
  - Repeat, repeat, repeat

# FEED YOUR CULTURE - 4 E'S



1. Communicate clear **Expectations**
2. **Create Experiences**
3. **Energize and involve students**
4. **Engage the community**
  - Make it FUN! Something they don't want to miss out on
  - More than a sport
  - Character traits & life lessons > wins/losses



# FEED YOUR CULTURE - 4 E'S



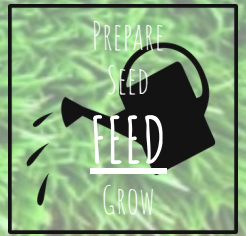
1. Communicate clear **Expectations**
  2. Create **Experiences**
  3. **Energize and involve students**
  4. **Engage the community**
- Everyone *wants* to belong - give them a role & get them to commit
  - All roles are important - celebrate and praise
  - Create leadership roles & ownership
  - Welcome feedback

# FEED YOUR CULTURE - 4 E'S



1. Communicate clear **Expectations**
  2. Create **Experiences**
  3. **Energize and involve students**
  4. **Engage the community**
- Awareness within and without
    - Team & player recognition throughout school- part of something special
    - Share culture with your board & parents
  - Create an opportunity to invest

# FEED YOUR CULTURE



## **Patience...**

Grass doesn't grow overnight.

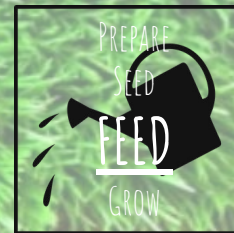
## **Persistence...**

Weed out behaviors you don't want to see. Replant seeds as necessary.

## **Perseverance...**

There will be storms.

# FEED YOURSELF



We all may be spread thin, but...

- Take time to re-energize yourself
  - Be filled so you can overflow
  - Recovery allows you to be creative
- Take time for continuing education
  - Coach and teach the most relevant skills, drills, and philosophies
  - Free, quick, easy resources available
    - Online: [www.whocoachesyou.org](http://www.whocoachesyou.org) / [www.changingthegameproject.com](http://www.changingthegameproject.com) / [Proactive Coaching](#)
    - Podcasts: *Chasing Excellence*, *Finding Mastery*, *5toThrive*, *Way of Champions*
    - Books: *Jon Gordon books*, *Chop Wood Carry Water*, *Reach the Summit*, *Tony Dungy*, *Mindset*, *Grit*
    - Sport Specific: *Clinics*, *Sport Associations (AVCA)*, *Art of Coaching VB*

# SUSTAIN YOUR CULTURE



*"YOU'RE EITHER GETTING BETTER OR GETTING WORSE, YOU NEVER STAY THE SAME."*

- Reflect
  - Are we on the right track?
  - Continued SWOT analyses & feedback
- Adapt
  - Respond to external changes (SWOT's)
  - Don't be afraid to try something new
- Thrive!





QUESTIONS & COMMENTS