

WE

ME



Building a “Team First” Culture

Team Culture Will Develop...

So...

be intentional about developing the culture that you want through purposeful, deliberate, planning and actions.

“Developing a culture means having a tradition that maintains the standards you want to define your program.”

-Coach Krzyzewski

It's about the Experience!

- When your team culture comes together it's fun!
- Relationships are stronger.
- Lifetime connections and memories are made.
- Players come back and support the traditions and culture.

It's Contagious!

- Passed from one generation of players to the next
- When it's good, kids will want to play in your program and on your team
- People will want to support your program
- Players and parents will buy-in more

It's becoming increasingly more difficult!

- Players quitting if they don't make varsity or aren't a starter.
- End of roster spots-takes unselfish kids. Seemingly less of them willing to fill these roles.
- Accepting roles.
- Overwhelmed and less willing to commit the time and energy to a long season.

What we can do about it!

- Focus on coaching the process rather than the results
- Build Connections - Players don't care what you know until they know that you care.
- Clearly communicate culture/team expectations
 - Work to get everyone on the same page - coaches, youth programming, players and parents
- Hold all players accountable to their commitment to their teammates

Program Philosophy - Values Based!

What are your values that you want to teach? Take it beyond basketball!

- Define them
- Post them
- Expect them
- Be consistent with them

Midd = Character, Commitment, Discipline, Together, Pride

Duke = Communication, Trust, Care, Collective Responsibility, Pride

*[Coach K Fist Analogy](#)

Pre-season Parent Meeting

- Unfortunately even when you get the kids to buy in some parents will sabotage it.
 - Why aren't you playing more? I can't believe that other player takes those shots?
Etc.
- It's important to combat this from the start:
 - If you as a parent are questioning coaching decisions, playing time, etc, you are putting your kid in the middle.
 - Encourage parents to let this be their kid's thing, just support the team, and simply enjoy the game and watching your kid and their friends play ball.
 - Explain that my job is to always do what I feel is best for the team. You may not always agree, but hopefully you can understand and respect my decisions.
- Sell the values and experience! What a great opportunity it is to be part of something bigger than yourself!
- When teams come together and give everything for each other.... That's when special relationships and memories are forged that will last forever.

Clarify Parent Roles

Here's how you can support your player and our team:

- Parent group functions
- Fundraising
- Support Roles
- Host team dinners
 - Coaches stay away!

Coaching Steps:

- Love them when they struggle, challenge them when they are successful
- Praise publicly, correct privately
- Open and honest communication from day 1- don't lead kids astray
- Consequences are team based - all in this together and for each other
- Require bus rides
- Drills in practice fun and competitive with team consequences. Mix in fun ones, not just sprints all the time.
- Stats we track and post

Public TEAM Stats

- Individual Stats are never published nor referenced publicly!
- Figure out what stats reinforce your team philosophy and style
 - Track and Post these in the locker Rooms
 - Refer to them at quarter breaks during the game
- Everything is about US!
 - What are WE doing well, what do WE need to do better?

Consistent Repetitive Messaging

- “Together!”
 - We say this at the end of every huddle in games and practices - circle up, arms around each other
 - It’s another reminder of our focus, but it’s more than just words
 - We define what this means and we try to back it up with our actions
- Weekly quotes posted and discussed
 - Devenzio - Stuff Good Players Should Know
- Video Clips shared - ex. Jaguars Believe in each other

Roster Selection

- Build your best TEAM
- Select players to fill roles and clearly communicate those roles
 - Not necessarily your 12 best players
- End of roster spot players - make or break the season
 - Be clear about your expectation and what their role will be and let them choose to commit or not
 - “Can you come everyday, bust your butt, make yourself and your teammates better, knowing that you won’t get much game time?”
 - Special and very important player that can be unselfish in this way.
“If you can do this you will be an important piece of our success, have a great experience playing this great game with a great group.”

Cultivate Leadership

- Peer voice is more powerful than ours
- Captain Selection process is important
 - They have to want it = apply
 - Easy if best players are your best leaders, if not, then tough decisions to make
 - Work to develop their leadership or choose another player who people will respect even if not the best player.
 - Partnering up one good leader with one good player can also work
- Weekly meetings with captains
- Pulse check, action steps for them to take
- Everyone is capable of demonstrating leadership, even if not a captain.
 - Clearly define steps that everyone can take to demonstrate leadership for the good of the team

Team Time - Purposeful Off Court Team Development

- 30 minutes daily
 - Change up how we use Team Time in order to keep focus
 - Philosophy, team covenant, conditioning, team meetings, X's & O's, skill work, video, opponent prep, etc.
 - Lessen total time expectation down the stretch
- Conditioning together: agility & quickness, plyometrics, stairs, jump rope, core strength, body maintenance - ankle stability/strength & stretch/foam roll
- Off-court skill work: ball handling, release reps, D-stance & footwork, perimeter pass-catch pivot & fake footwork, post catch & scoring footwork
- Video
 - Sessions together are focused on team concepts
 - Individual correction is done privately

Team Covenant

- Build Covenant together
- They will invest more if you include them in the process
- “WE ARE” & “I WILL”
- Everyone signs it and it is posted in our locker room
- Come back to it periodically to check in with team and individuals about their commitment to it and how our team is following through on our promise to each other.



Team Covenant = a formal or serious agreement or promise -Merriam-Webster

For each other, for our season, for our school and community, we will demonstrate the following characteristics of **EXCELLENCE** in all that we do!

We are (people walk in the gym and should be able to tell what we are about based on our actions):

Family Respectful Hard working Kind Hungry!	Resilient Responsible Encouraging Confident	Leaders Composed Mentally Tough Physically tough Intense	Passionate Compassionate Competitive Good Sports
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I will (things that you will do to accomplish what we are about):

-Buy in/Invest -Support -Consistently work harder than anybody else	-Step up to the challenge and be ready when your opportunity comes -Be encouraging	-Be on time -Being prepared -Be accountable -WE over ME	-Be vocal -Trust each other -Be trustworthy -Help others Take care body
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Walk the Talk - Actions Speak Loudly!

- Respect the game, the officials, and our opponents = Sportsmanship
- Compete hard, be good teammates, and demonstrate a team first mentality(We over Me)
- Anyone who walks into our gym should be able to tell what we are about.

WE over ME

- Invest in something bigger than yourself & give yourself to your teammates:
 - All in - be at all team functions and ready to go early
 - Effort and Attitude under our control - block out and dial in
 - Everyone sweeps
 - Practice jerseys, Gameday attire, Team gear
 - Unselfish and together = doesn't matter who scores, cheer for each other, support each other
 - Believe in yourself and trust your teammates
 - Commit to a focused effort in order to become the best that WE can be and play at OUR highest level together!

Team Challenge Drills!

- *Goal is to improve together as a team over the course of the season
- *Try to do one of these kinds of drills each week.
- *Use scoreboard - time, goal, live score
- *If they don't tie or beat their previous score = team sprints for the difference

*Demo: Two of my favorite team drills = **Greensboro & 2**

Minute