

The six steps below are both circular and linear in nature. They are linear in that they usually follow a sequence and circular in the sense that they are ongoing, and that each step needs maintenance. In other words, if you're doing culture right, it is never done. Taking these steps in order makes it easier to connect your players to the team vision if you have first connected with them as people, just as it's more effective to activate high standards of behavior if they have already been connected to the driving purpose of the team. So, while all the steps will exist simultaneously and be ongoing, there is some order that must be considered as well.

<p>1. Connect with the people. Connect with the people in and around your program starting with those closest first and working outward (administration, players, players' families, support staff, students, donors, community). Build Trust.</p> <p><u>Thoughts and Ideas:</u></p>
<p>2. Connect the people with the vision. Where is this team going? Paint the picture. Hit all the senses. Call on and inspire the people in the program to share the story. Build Trust.</p> <p><u>Thoughts and Ideas:</u></p>
<p>3. Set and keep standards. Define and create habits of connection and behavior that make the team better. As you reach milestones, create new, higher goals to reach for. Catch and celebrate good behavior. Build Trust.</p> <p><u>Thoughts and Ideas:</u></p>
<p>4. Gather and give feedback. Build Trust.</p> <p><u>Thoughts and Ideas:</u></p>
<p>5. Evaluate everything. Including and especially trust.</p> <p><u>Thoughts and Ideas:</u></p>
<p>6. Rinse and Repeat. Repair trust.</p> <p><u>Thoughts and Ideas:</u></p>