

The signals and connections you celebrate or tolerate will be repeated or avoided. Creating habits around language and connecting environments is vital to maintaining the cultural signals that determine the direction of your culture. Cultural signals are sent and maintained through the things you and your team react to daily. It is these signals that establish the norms, not the season opening speech or any rule book you establish.

The Language We Use

A common trait among great teams is that they have their own language and that language is clear and well-defined. If you are not intentional about creating that shared language, you are likely to create more moments of uncertainty and mistrust than anything else, regardless of your good intentions. In fact, I contend that being steadfast and consistent about defining, in simple and clear terms, what language means within your program, is a great place to start changing your culture today. Whether it's a culture you've been a part of and would like to see improve, or one you're starting anew, you can influence your culture with language starting.



WORKSHEET

Take an inventory

Do you say:	Or do you say:
"Agh! Why would you take that swing"?	"What was the better option on that play?"
"Get the bunt down!! EXECUTE!"	"You've done this a thousand times in practice. You got this."
"What were you thinking?"	"Walk me through the choices."
"You're not the only one out there!"	"Remember to acknowledge your teammates who helped you get that opening or hone that shot in practice."
"You better watch out for Jane who we just signed, she's coming after your spot."	"We made the depth of our team better by signing Jane, I can't for you all to train with her."