

# **You Win In The Locker Room First**

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## **Culture**

While the coach in me wanted to attack X and O issues and work with our GM to calibrate the roster, I knew the biggest priority was to create a winning culture in which every member could thrive and excel.

Culture is defined and create from the top down, but it comes to life from the bottom up.

Important to have collaborative conversations on a regular basis with higher ups to discuss changes we were making a why.

Changes in roster are not solely based on player's ability, look closely at the intangibles they bring to the locker room.

Culture consists of the share purpose, attitudes, values, goals, practices, behaviors, and habits that define a team or organization. Many coaches focus only on the culture shared by the players, but the fact is that everyone in the organization shapes the culture. To be successful. You need everyone in your organization thinking, believing, thinking and behaving in sync.

Strategy is important. Execution is imperative.

Culture will whether your strategy works and is sustainable. Most often overlook aspect by coaches/leaders.

Most people don't understand XandO wont sustain success, culture will. Spend more time on building culture and that produces wins over time.

Culture is not tradition. It's the people you have in your locker room.

Apple is famous for saying culture beats strategy.

Don't focus on goals – everyone has the same goals- can focus on milestones instead. Your goals don't lead to success.

Build your culture, value it, live it, reinforce it, and fight for it. Make sure the new people joining the team and organization know what it stands for.

## **Contagious**

Research (HeartMath institute) shows when you have a feeling n your heart, it goes to every cell of the body – then outward. People up to 10 feet away can sense the feeling transmitted by your heart. Each day you are broadcasting to the team how you feel.

Every team needs a vision and mission to them and serve as a north star to guide them in right direction. Something tangible and exciting to serve as a rallying cry and focal point.

Vision and mission should include the greatness you want to chase with a focus on the character traits and purpose that inspire you to get there.

Research shows that people are most energized when they are contributing to a bigger cause beyond themselves.

They move beyond selfish desires and concerns and contribute to a cause bigger than them.

Dabo Sweeney: Every team meeting is an opportunity for him to tell the team what they can achieve if they truly believe.

Steve Jobs: inspires his team to believe they can do more, create more, become more than they ever thought possible.

### **Consistent**

Coaches often begin the season with one philosophy and attitude only to change when the team starts to lose.

The character you possess during the drought is what your team will remember during the harvest.

It's not ok to be moody.

When you are moody, people around you don't know what to expect from you and this causes them to lose trust in you.

Complacency has led to the demise of many teams bc they were not looking forward and instead rest on their laurels while their competitors were doing everything to overtake them.

### **Communicate**

Communication is the foundation of every great relationship. Communication builds trust. Trust generates commitment. Commitment fosters teamwork, and teamwork delivers results.

Communication is listening.

Best communicator has the ability to listen, process the information, and use it to make decisions in the best interest of the team.

Keys to listening, ask the right people the right questions.

Effective leaders know the temperature in the building. (assistant coaches should be great thermometers)

Pulse can be different every day based on the result of previous game, day of the week, the practice schedule, news cycle, etc.

You can't make great decisions by sitting in your office.

Effective leaders are the ones who are mobile and visible throughout the building.

Have weekly themes and messages that are applicable to that week's game.

Drive your message home in first meeting. Reinforce it until it's almost annoying to your players.

Communication must lead to collaboration.

Collaborative teams and organizations are much better prepared to deal with the ever-changing dynamics that are caused by both internal and external factors.

### **Connect**

Communication and collaboration developing connections between you and your team members.

A connected team becomes a committed team.

Must have no phone zones. Unplug from technology.

Team building exercises:

Hero, Hardship, Highlight

Defining moment

If you really knew me, you would know *this* about me.

Vulnerability may seem weak, but in truth it is the pathway to meaningful connections and a powerful team.

**Commitment**

Breakfast: Hen and the pig. Hen is involved. Pig is committed. Has to give everything.

Leaders must do self-evaluations to make sure that level of commitment is greater than anyone else in organization.

Commitment is something you should spend more time demonstrating than talking about.

Feeling is more powerful than hearing.

When you serve the team, they help you grow and you help them grow.

Can't serve yourself and others at the same time.

What am I doing to serve my team and the people I lead? How can I serve them so they are best versions of themselves? How can I demonstrate my commitment to the team?

You don't have to be great to serve, but you have to serve to be great.

It doesn't matter how much success you have in your career, if you fail at home (family), you are a failure.

You don't need a different team; you need to become a better leader. Time and service.

Humility doesn't mean you think less of yourself, it means you think of yourself less and the team more.

Rule of thumb: care more about what team thinks of you rather than outside forces.

When you lose your ego, you win hearts and minds of your team.

**Care**

Caring is a strategy.

We measure revenue, wins, and losses but hard to measure and quantify caring.

Have to remind ourselves, under each uniform and number there is a person who has challenges, pain, issues, wants, etc.

Everyone wants to be loved.

Everyone has a big sign around their neck saying "I want to feel special".

Transactional coaches see their teams as a bunch of numbers who meant to help them win.

Transformational coaches see their role as a transformer of lives.

### **Coaching**

True leaders don't create more followers. They create more leaders. Accomplished through great coaching.

Coaching with optimism and positivity you become contagious.

You can be the greatest coach in the world, but if your team lacks character you will fail.

Instead of looking at the big picture of lessons learned or overall implications of the game, coaches are quick to embrace something different just because they are desperate to see a result on a scoreboard.