

Creating a Culture

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Culture: Defined -

- 1) The act of developing the intellectual and moral faculties especially by education
- 2) The set of SHARED (*believed*) attributes, values, goals, and practices that characterizes an institution or organization

The Components of Culture

- Business
- Leadership
- Fitness/Physical
- Team/Staff
- Facility/Community
- Knowledge
- Coaching
- Sales and Marketing
- Money

= Excellence

The Culture of *Business*

- Desired Outcomes and Criteria for success
- The end in mind – work backwards
- Create systems modeling after those that work
- The “bias toward action” – Tom Peters and Robert Waterman – affirm positive/creative action, coach non-action or weed out – both with co-workers and clients
- Spend less than you earn
- If you don’t mind the business, the business won’t mind

The Culture of *Leadership*

Vision: Your relationship with your vision/purpose becomes your voice

TRUST/Credibility: 1a) Assured reliance on the character, ability, strength, or truth of somebody, or something; b) one in which confidence is placed.

Mentor/Disciple: Be an advocate for others, work to cultivate their talents and greatness – fellow coaches, clients and co-workers

Live the Life: Do what you ask of others; practice what you preach, treat them like you want to be treated. Be consistent...inconsistency can sink ships.

I believe that Inspired people inspire others

THE PHYSICAL CULTURE
(FITNESS)
WHAT IS IT?

Physical Culture

Physical culture is an idea that is created when a community (micro) or society (macro) joins together to establish a philosophy, regimen, or lifestyle seeking maximum physical, mental, spiritual, and social development through methods such as fitness, diet, athletics, martial art, and mental discipline – among others – John Sifferman

- The state of youth physical culture – DECREASE of free play, manual labor, organized physical development, regular quality food – INCREASE of poor posture, technology, stress, poor environmental factors
- The **3 HOUR CHALLENGE** – A coaches call to action
- What's at stake? – National defense, creativity, production, happiness, the ability to respond to need with their (and our) God given talents

Youth Physical Culture

- **Sport as a replacement** – often parent driven, sport-skill specific, poor physical development
- **FL(H)EXsion**: inactive sitting in/@ buses, cars, computers, school, eating – where is the extension?
- **Physical Culture** by the numbers:
Manual labor, free play, sport play (multiple), PE, training – 30k then, vs. 12k now – how are we making up for the 18,000 hours lost?
- **The you're “fat” message** – that's creating the culture we are programming to; think more globally – our programming has to meet our current physical culture
- **KEY CONSIDERATIONS:**
 - ITS BIGGER THAN SPORTS, IT'S THE FUTURE OF OUR COUNTRY/WORLD
 - INSPIRE LIFE LONG HABITS THRU FUN AND RESULTS
 - PREVENT INJURIES
 - USE PROGRAMMING/MESSAGING TO “GO BEYOND THE GYM”

The Culture of Team

A *team* is any group of people organized to work together interdependently and cooperatively to meet the needs of their customers by accomplishing a purpose and goals. – Susan M. Healthfield (for about.com)

- Team selection
- Training/sharing the vision and establishing their place/belief in it

When you realize its about a team and the only avenue to real success is created by them, and you develop the desired culture for your coaches, they will do the same for your clients, and your clients will do the same for your community...*GAME ON!!!*

Creating a Culture in your Facility/Community

- Set the tone early and often:
 - First impressions, the little things, follow up, reports, calls, etc...over-deliver
- Understand your “family”
 - Athlete, parents, siblings, coaches, co-workers
- Decide what is “*OUT*”:
 - Being late (you), nicknames, exercise as punishment, explicit music/swearing, spitting on floors, etc
- The facility itself – cleanliness, character, equipment, etc...
- Become the community expert/advocate/voice/go to person

The Culture of Knowledge

- Get your physical culture right so you can learn/be effective – LIVE THE LIFE
- MENTORS AND AND ADVISORS
- Learn from others
- Go to workshops – good work!!!
- Practice, try new things, think outside the box, get in the lab
- Study your coaching/organizational gaps and needs, in line with your desired outcomes
- “Culture” your “*culture*” – *make vision reality*
- *Knowledge is the most powerful tool in your toolbox – it yields tangible results and they anchor everything – w/out it your business lifeline is limited and your perception (belief) of self is fractured – jeopardized authenticity*

The Culture of Coaching:

Coaching is the sharp end of the knife...its where all the tools, skills, talents, efforts and attitudes of the business, clients and individual himself/herself meet and are placed into action. Everything else helps to improve the art of the coach and its experience, that experience is the strongest driver in the global culture of everything else.

- Be present – kids as the center of your focus, park everything else
- Be prepared – mentally and physically
- Programming – the lynch pin – have an idea –
Define the goal
Remember your role and what's at stake – parents trust, global change
Know your clients
Hone your craft
NEVER underestimate THE DELIVERY –

Sales and Marketing

Sales:

- The last step in the chain of commerce where a buyer exchanges cash for a seller's good or service.
- Sales has processes like prospecting, qualifying, presenting etc.

Marketing:

- Management process through which goods and services move from concept to the customer – businessdictionary.com
- Marketing is used to create the customer to keep the customer, and to satisfy the customer.

Marketing possesses its own set of skills and it's a driver for sales...period.

WOM, social media, partnerships, articles, clinics, traditional mediums, etc...

THESE PROCESSES ARE ROCK SOLID WHEN YOU HAVE A SYSTEM IN PLACE THAT SITS ON YOUR (AND YOUR COMMUNITY'S) BELIEF IN YOUR CULTURE/VISION/USP. = **TRUST & LOYALTY**

The Culture of Money

HOW IS A CULTURE OF MONEY CREATED?

- Knowing that the team is **building something of real economic value** ("EV") and that the market is willing to pay for it.
- **Understanding the linkage** between one's efforts, regardless of where one sits in the organization, and the creation of EV.
- **Confidence** that the team has the leadership, vision and access to the market to monetize EV.
- Knowing that one's efforts toward the realization of EV will result in real, tangible rewards, and that **one's performance and sharing in EV are closely correlated**.

adapted from Roger Ehrenberg

Culture of Money

- When we pay attention to the other cultural components in our business, we yield a successful money culture – “training analogy”
- When you (and your team, clients, community) believe in your value, you will have no problem charging for it
- Without money, you can’t offer your value to anyone
- When the team is confident in its value, *the 1 minute message* is both powerful AND appropriate

The Aggregate Impact = Excellence

- Each component of your culture supports and drives the others
- Each culture has the independent ability to produce *positive results*
- When you pay attention to each culture and spend time executing your vision for them, it produce tremendous positive inertia and *INCREDIBLE RESULTS!!*

The Training Analogy –

when multiple/critical/appropriate skills are simultaneously addressed and cultivated, potential is given life...when ignored, potential is jeopardized.

Conclusion

- Do You Have a VISION/PURPOSE for what you are doing?
- Do your peers/clients/communities know it?
- If you have created and manage a culture, share it or perish! If not, **DO IT NOW** and restore your vision and mission!!!