

**PRIDE \* WORK \* WIN**

**CHANGING THE CULTURE**

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**Aurora University**

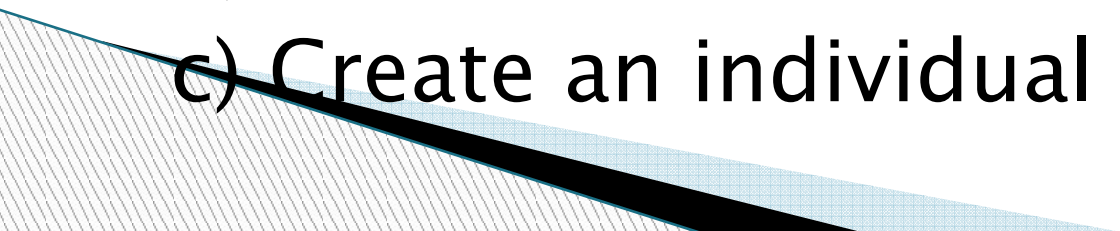
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# AURORA UNIVERSITY

## FOOTBALL

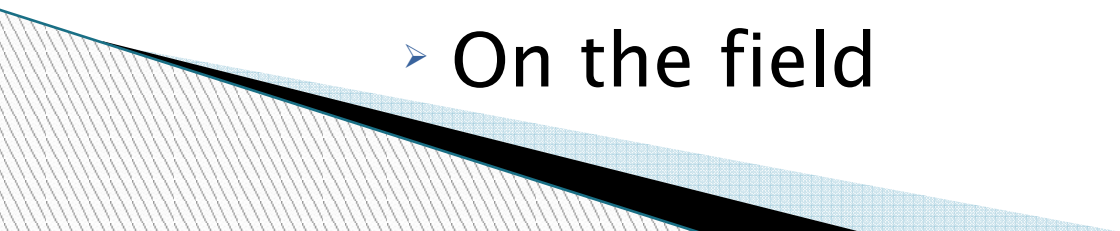
- I. ~~Why we are~~ – Character drives the process
  - II. Who we are – Mission statement, core values, & goals
  - III. How we ended up here – The Process
    - a) Create a program identity (PWW)
    - b) Create a team identity (CED)
    - c) Create an individual identity (C>P>R)
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# I. Character Drives the Process

“What we lack in cash, we make up for in culture.”

–Dayton Moore K.C. Royals GM

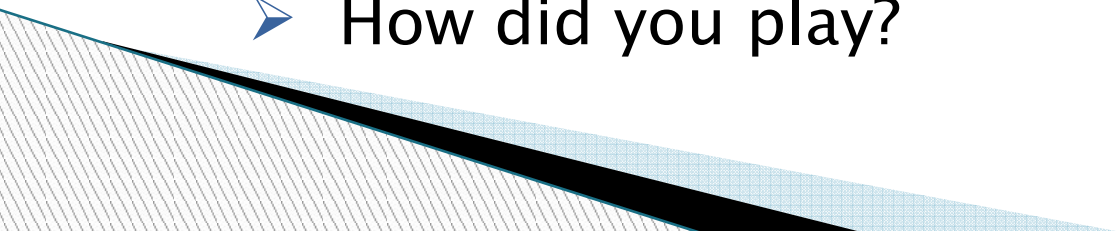
Culture = A reflection of our character

- On campus
  - In the community
  - In the classroom
  - In the locker room
  - In the weight room
  - On social media
  - On the field
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# Results driven society

- Appearances
- Likes
- Shares
- Views
- Followers

What two questions they will be asked by someone who did not see them perform?

- Did you win?
  - How did you play?
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# Judged on uncontrollables

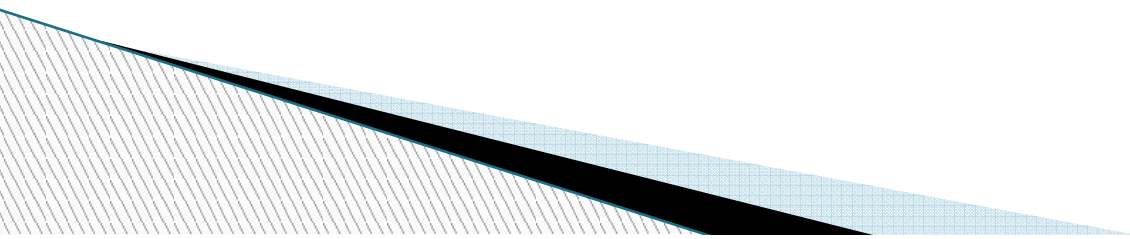
When you focus on winning, you focus on the result.

Were you in control of:

- Referees?
- Play calling?
- Game plans?
- Weather?

Instead, focus your energy on the effort aimed at the result.

We refer to this as the Process. The process drives the results.



# Character Skills Drive the

## Performance Process

Relationship w/yourself  
teammates

- Hard working
- Competitive
- Positive
- Focused
- Accountable
- Resilient
- Confident
- Disciplined
- Enthusiastic
- Motivated

## Moral

Relationship w/your

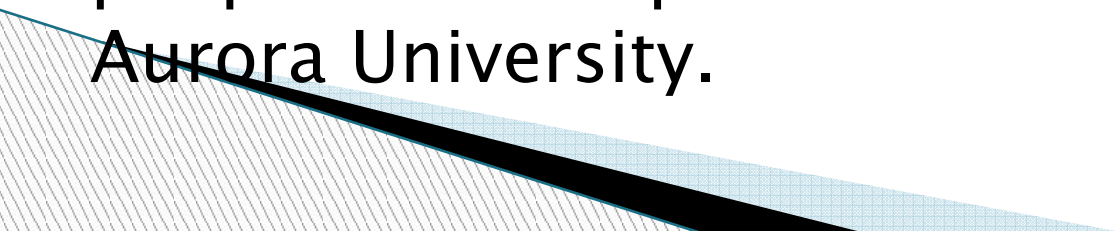
- Unselfish
- Honest
- Loyal
- Trustworthy
- Encouraging
- Humble
- Patient
- Empathetic
- Appreciative
- Respectful

If you were better in these skills, would you be a better player?

## II. Who we are – Mission

### Statement

The Aurora football program will stand on the principles of integrity and character. Winning will be important to the program, but not at the expense of the overall personal development of our student-athletes. The environment will compliment Aurora University by promoting excellence in intellectual, ethical, cultural and professional development. We will challenge every student-athlete to reach his maximum potential and we will populate the program with people who are proud and thankful to serve Aurora University.



# Core Values

## Integrity and Truth

Responsible men of character, honesty, & trustworthiness.

## Family

Nothing great can ever be accomplished without assistance and support of others

=

A truly engaged community that provides opportunities for students, and staff to transform their lives, become more informed, better equipped, and more involved citizens and professionals in the world around them.



# Goals

## Program Goals

Inspire a relentless pursuit of excellence.

Learn to be successful in life through football.

Be a program of integrity & class and provide a positive life-learning experience.

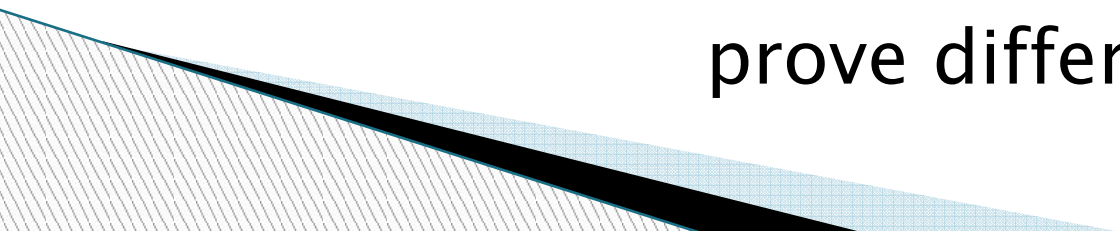
## Team Established Goals

Develop a winning mentality throughout the team.

Create an understanding throughout the team that the investments we make now will be beneficial throughout our lives.

Attain a team GPA of 3.0

# III. How we ended up here–The Process

- Understand today's athletes
    - Instant –Short threshold for boredom
    - Superficial – Appearances over character
    - Guaranteed – Participation trophies, no failure
    - Manufactured – their paths have been prepared
  
  - Coach as a Missionary
    - Learn before you lead, understand their customs
  
  - Relationship Based – Connect with players
  - Strength Based – Develop their strengths
  - Trust based – Believe the best, until they prove differently
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# The Process– Connect 1st

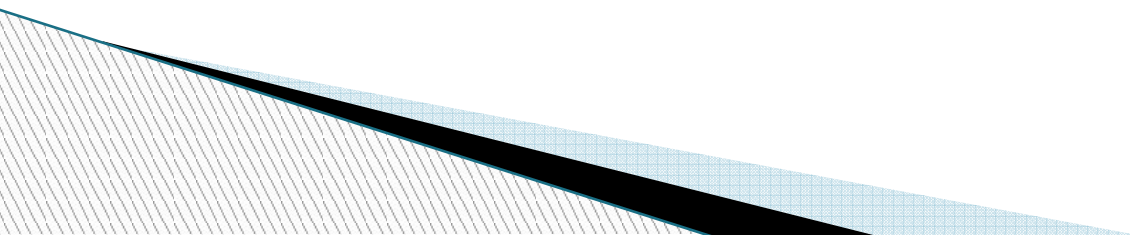
- Individual Phone Calls – 12/14/13
- 1st Team Meeting – 1/6/14
  - Spartan Questionnaire – I went first
  - Cell phone, my parents information, Birthday, Who do I live with?
  - What is my definition of a Man?
  - Greatest sports moment? What jobs have I held? What was my GPA?
  - Favorite...? Who? Biggest

# The Process–Find out who they

are ➤ Individual player meetings – 1 / 7–1 / 31

## ➤ 5 Questions:

- What positives came out of last year? (Individual success)
- What would you like to change? (Chemistry)
- Team goals? (Championship)
- How can you impact / play a role in attaining these goals? (Help others get better)
- Why did you choose AU? (rarely major or FB)



# The Process-Speak their

## language

➤ 2nd Team Meeting 1 / 31 (Friday 4 PM)

“I am going to address some issues because we have high expectations and I know we can reach them”

➤ Explain what they want...Immediate results

Chemistry/Championships

➤ Explain what they need...Long term character skills

Address the iceberg, 90% of our concerns were below

the surface.

- Personal gain vs. Unselfishness

# The Process–Changes that will benefit them

- Year 1 – Create a Program identity – What can we all do well now?
  - PWW – Puts emphasis back on them.
  - Is that an effort you are proud of?
  - Is that a decision you are proud of?
  - Are you proud to have your name on...
  
- Year 2 – Create Team Identity – Competition in everything
  - Team Leadership Evaluation–Coaches pick 12
  - Leadership Self Evaluation–Share internally
  - Leadership Class–What is a leader? How can

# “Start where they are, in order to lead

- ▶ **“Start where they are, in order to lead them to where they must go”** based approach are more likely to pro-actively make lasting behavioral changes.
- ▶ Creating this environment requires focus and intention from all involved.
- ▶ Coaches and athletes must agree on the kind of team they want before they can ever determine how many games they will win.

Q & A ?



# Credit where credit is due:

The Team Captain's Leadership Manual

by Jeff Janssen,

M.S.

The New School Coach

Understanding and Connecting with Today's  
Athlete

by Dr. Tim

Elmore

What Drives Winning

