

Coaching Notes from Coaching Culture

Episode 59: Establish Purpose The Culture Code Series Part 5



Establish Purpose

- What does the experience feel like?
- We are trying to create an experience
- If your athletic association were to walk in and hand you the trophy today, would you be happy?

Danny Meyer Gramercy Tavern Restaurant Owner

- It's about creating an experience for the customer!
- Took his team on retreat. They named their priorities. And THEN they defined the behaviors that aligned with the behaviors.
- "If you want to grow, you'd better name your priorities, and then you'd better name the behaviors that support the priorities."

Gabriele Oettingen NYU Professor

WOOPing

- Wish: Make a wish
- Outcome: Visualize what the outcome will feel, look, and sound like.
- Obstacle: What are the obstacles in the way of you achieving the outcome.
- Plan: What is a specific plan for overcoming that obstacle.

Pre-Season Questions for Players

- What do you want the experience to be like? Describe it.
- What can your teammates do to help create this experience?
- What can the coaches do to help create this experience?
- What can the parents do to help create this experience?
- What are the worst things your teammates could do, creating obstacles to this experience?
- What are the worst things your coaches could do, creating obstacles to this experience?
- What are the worst things your parents could do, creating obstacles to this experience?
- Share with the players, coaches, and parents!

The Purpose- Creating a Great Experience

- Create a purpose that goes beyond the bottom line of “winning”.
- What is the end goal that goes beyond the objective?
- We are working to create an experience that values love, the values character, and values service.
- We need to connect to a purpose bigger than the objective of the organization.

Invite Former Players to Speak with Team

1. What are you up to today?
2. What do you remember the most? What do you miss the most?
3. What influence did playing sports have on our life today?
 - Gives players real stories and real examples!
 - Creates a story!

Team Purpose Statement: The real value is in getting them to create this statement and the conversations it facilitates.

Let your seniors make peace with the field! A senior moment and the underclassmen get to see them take in that moment. There is something bigger here than just the game.

Create a culture where people can't not become better!

Click out this article for more: <https://thriveonchallenge.com/the-single-most-important-standard-of-a-transformational-culture/>

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