

Creating a MOJO Culture

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1. You just retired as a coach and they are giving you a farewell banquet. Many of your former athletes come back and give speeches about how you impacted their lives. What do you hope they say about you and your program? You have 90 seconds. GO!

Creating your Core Values

Think about a time when you had a difficult challenge and you overcame it and achieved something. Give me 6 words that you would use to describe how you overcame this challenge.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Think about the best teammate you have ever had in any sport that you have ever played. Describe them in 6 words

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Describe the best athlete you have ever coached. in 6 words.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

1. Write down the culture you want to have .

a. What does it look like?

b. How do people act in your culture?

c. What does it sound like?

d. How can athletes be a #1 teammate?

e. How do you want them to be the other 22 hours of the day?

2. Look at your training system and see if there is anything you have heard from any of the coaches you want to try. Remember: the goal is to maximize their ability as runners.

3. Write down all of your traditions and activities that your program has that makes it fun and memorable. Do you have any new ideas you might want to try?

4. Take a look at the concept of small unit cohesion. Could that work on your team?

5. What are the core values of your program? If you don't have any, I would consider creating them.

- a. Read and look at other teams core values and steal them.
- b. Get out a piece of paper and answer these questions
 - i. Think about a time when you had a difficult challenge and you overcame it and achieved something. Give me 6 words that you would use to describe how you overcame this challenge.
 - ii. Think about the best teammate you have ever had in any sport that you have ever played. Describe them in 6 words.

6. How are you going to teach these core values in your program?

Belief:

Behavior:

Activities that promote this value:

7. How does your program teach CONFIDENCE/MOJO?

