

Canada Basketball Super Clinic

May 28-30, 2021

Cheryl Jean-Paul—Creating Culture & Leadership

Trinity Western University

Culture and Leadership is in everything we do!

Culture is *community* and *shared experiences*.

The question is: Are you willing to contribute to community? Players and staff must be willing to contribute to community to create and build a successful culture.

A coach has their non-negotiables as well as negotiables—everything cannot be a non-negotiable (*often referred to as a dictatorship*). What will you allow and what will you not allow?

If, for example, tucking in your shirt for practice is important, make certain that all players have their shirt tucked in at all times—no exceptions. For some coaches this is a non-negotiable—for others, it just doesn't matter.

Creating culture is directly tied to how coaches lead their teams. There needs to be both *Focus* and *Intention*. What are you focused on and what are your intentions when it comes to creating culture?

Even something as simple as nutrition requires that coaches find ways to focus the team's attention and intention on this important aspect of player development & performance.

Culture is tied to how coaches lead their teams.



Building culture takes time. You must know your *Why* and then be intentional in terms of doing everything that fits your culture. Knowing your *Why* results in buy-in by all members of the team.

When coach Cheryl was coaching the 2019 Canadian National Cadet Team, their identity, mantra or culture was centered around the concepts of: *Resilience*, *Disruptive* and *Team-Oriented*. Everything they did was in relation to these three primary principles.

Put another way, developing team identity is critical to building team culture—ask yourself, “Who are we?” This will lead directly to a team's core values.

When the coach models the core values of the team, players generally follow suit.

The use of regular de-briefs, self-assessments and evaluations will often keep the team moving in the desired cultural direction. The off-season is a great time for assessments and evaluations—what worked well and what can be done to improve going forward?

Being intentional with your language is also important—for example, most coaches hold ***Team Meetings*** to share ideas and/or preparatory information for players. Our SWNT (Senior Women's National Team) hold what they refer to as ***Technical Meetings***. Coach Cheryl holds what she refers to as ***Culture Meetings***.

Regardless of which type of meeting you will host, be intentional as to what your meeting is to accomplish, focus on the goals of the meeting (lead efficient meetings) and utilize intentional language when referring to these meetings.

When creating your team culture, be certain that your ideal vision for team culture is realistic—that is, building your desired culture is realistic and attainable.

Coach Cheryl concluded with a very interesting analogy—that of the Rosebush.

- a rosebush requires consistent pruning in order to flourish
- Good cannot begin until the Bad ends

A flourishing culture is consistently in need of pruning—this is where effective leadership must be at the forefront.

Rosebush Analogy

- Endings: The Good Cannot Begin Until the Bad Ends
- Pruning as the Gardener

Necessary Endings –
Dr. Henry Cloud

