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part of **active** NETWORK

How to champion a positive sports culture that catches on

*Bob Heckmann, Positive Coaching Alliance Senior Trainer
Jason Sacks, PCA Director of Partner Development*

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Today's Webinar Format

- Time: 45 minutes with time for Questions & Answers
- Questions: send them via the “Question/Answer” section on the right-hand side of your screen, we'll take them at the end of the presentation

Today's speakers:

Bob Heckmann, Senior Trainer, PCA
Jason Sacks, Director of Partner Development
Positive Coaching Alliance



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How to champion a positive sports culture that catches on

“There isn’t any other youth institution that equals sports as a setting in which to develop character.

There just isn’t.

Sports are the perfect setting because character is tested all the time. It means a great deal if that time in sports is well used.”

John W. Gardner

Founder, Common Cause

PCA National Advisory Board Founding Member



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How to champion a positive sports culture that catches on

The Hard Truth About Organizational Culture:

- You get the dominant culture UNLESS you thoughtfully & systematically build and defend your own culture!
- The dominant culture in sports is win-at-all-cost! Sooner or later it will bite you!



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Culture is: The Way WE do things HERE!

- Use the language: Yelling at officials is not the way we do things here.
- There are three Stages of Culture Development:
 - Setting the Table
 - Fixing broken windows. Intervene when culture is violated
 - Institutional Pillars - culture must be able to survive current leaders' tenure



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Culture change, like leadership in general, is a **TEAM SPORT**.

-One person can't do it alone. Get at least two to three people on your Culture Changing Team!



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Get the right people on the bus! This is the biggest element to success!

- ▶ Think about who would you like on the Culture Change Team?
 - Individuals who are “monomaniacs with a mission.” They must really care about changing culture.
 - Get “Doers” on the team - - people with ENERGY!
 - Consider non-board members for Team - Enthusiastic Parents
- ▶ Ask them to get involved!



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Get your “positive culture” on the agenda for
EVERY board meeting!

- ▶ Make it routine - - a topic that is always covered
- ▶ This keeps the culture change in front of the entire board consistently

You can champion positive culture change with or without engaging PCA in a partnership with your organization.



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Think of your Culture Changing Team as a Sports Team!

- Your team is formed around shared goals
- You need to work together to build the team
- Fill E-Tanks of team members (thank them and recognize and appreciate them)
- Food! Food brings people together!



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Importance of “Small Wins”...

- You build momentum and excitement by early, small successes
- Carve out Specific and Manageable Tasks!
 - ▶ Regular e-mails reminding coaches and parents to Honor the Game
 - ▶ Post signage at games
 - ▶ Handouts at games (e.g., Game Day Tips)
- Host an Honor the Game Day
 - ▶ Early in season or on Opening Day
 - ▶ Message bombardment



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When it all comes together...

Leaders, coaches, parents and athletes
all on the same page.

There is no more wonderful experience
for youth athletes and their families!



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Questions?



After today's presentation, if you have any questions, please contact:

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Thank you for attending!

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