

Trojan Football Culture Playbook

We Believe In	Behaviors	Results
Service Over Self	<ul style="list-style-type: none"> ➤ Build up others ➤ Cultivate relationships ➤ Sacrifice for the team 	Trojan Football is a BROTHERHOOD
Standard of Excellence	<ul style="list-style-type: none"> ➤ Own it ➤ Recover quickly from mistakes ➤ Celebrate excellence 	Our entire football program is aligned to the Trojan Standard™

Why? Become a man: build meaningful relationships, serve a larger cause than ourselves

How? Build leaders, sacrifice for others, establish a common standard of excellence

What? Become a brotherhood, develop our talents, build confidence, master techniques, instill an attack mode mindset. Simple, unconventional, FUN schemes. Celebrate excellence.

Winning football games will be a by-product of our PROCESS. We focus on our team and each other.

No "this is how we've always done it"

No BCD (blame, complaining, defending)

No mention of black & orange team or trophies

No swearing in front of kids/coaches

Squat Jacks x10 for run of the mill swearing, x25 for F-bombs or similar level

Behavior Strategies for Service Over Self

Build up others examples:

- positive social media post about someone
- genuine compliment
- recognize someone's strengths/skill
- Validate others (ex: I know you gave your best effort, or I understand what you mean by that, or I am proud of how well you performed)
- coach with positivity not negativity (ex: "Keep your feet going through the drill!" vs "Don't stop your feet!")
- Genuine thank you
- Leave thank you notes at dinner, hotel, etc.

Cultivate Relationships Examples:

- Coach the person, not the player (value more than athletic ability)
- 2nd-3rd dimensional coaching, not just physical
- Transformational NOT transactional (what can you do for me?)
- Ears open, eyes up (don't hide from conversations)
- Face to face 1 on 1 conversations
- Listen to understand
- Take a genuine interest in people

Sacrifice for the Team Examples:

- Team goals above personal goals
- Be genuinely happy for others success (tell them!)
- Always play for your brothers, not yourself or coaches (already have coaches' approval/affirmation)
- Embrace your role

Behavior Strategies for Standard of Excellence:

Own It examples:

- Ego is the enemy
- No BCD (blame, complain, defend losing behavior)
- Sorry is for moms and girlfriends, fix it!
- Own your 20 square feet, don't leave culture change to the head coach, leaders, etc.

- Must hold others accountable in a direct & caring way (don't let things slide in order to avoid a difficult conversation, don't bark & scream without making it clear that you care) "Joe, you are an important part of our team. For us to be a true brotherhood, you have be at practice on time or it lets your brothers down." vs. "Joe, get your @\$\$ to practice on time!"
- Seek and embrace feedback. You are either green and growin' or ripe and dyin'!

Recover quickly from mistakes:

- Green light! (stop light analogy)
- Take responsibility for mistakes, then move on to the next play. "My bad, I'll fix it"
- Next play mentality
- Focus on the process of improving, not the outcome. Ex: execute your assignment and techniques one play at a time, staring at the scoreboard doesn't change the outcome of the game.

Celebrate Success:

- Traditions and rewards must directly align to the Trojan Standard (ex: earn your sword helmet sticker, gatorade after practice for each belief exemplar, helmet bars for attendance & grades)
- You get what you emphasize
- You have to talk about the culture you want to create
- Make the standard the focus, not the shortcomings or mistakes
- Call guys out for meeting/exceeding the standards, not just guys who don't meet them
- When I truly give my greatest effort to be the best I can be today, I'll be successful