

You Win in the Locker Room First

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The 7 Cs to Build a Winning Team in Business, Sports & Life

Culture:

- Organizations with sustained cultures have sustained success
- Culture drives expectations and beliefs
 - Expectations and beliefs drive behaviors
 - Behaviors drive habits
 - Habits create the future
- Know what you stand for – put it into process
- Focus on the Root, not the fruit
- Built it up and down – everyone creates culture
- Live it, value it, reinforce it and fight for it

Contagious:

- Make a decision to be positively contagious (C vs. germ)
- Leadership is a transfer of belief – share a powerful vision and mission with your team
- Fill your team with positively contagious team members
- Remove energy vampires
- Adopt a no complaining policy

Consistent:

- Be the same leader whether you are winning or losing
- It's not okay to be moody – people don't know what to expect and lose trust in you
- Consistently remove any seeds of complacency
- Commit to consistent improvement
- Be humble – life-long learner; headlines become fish wrap
- Be hungry – push yourself and your team to be great

Communicate:

- Communication begins the relationship developing process – relationships are key to winning teams
- Voids in communication are filled with negativity
- Take the temperature – listen and learn from your team
- Reiterate and reinforce your critical messages – make sure the leaders are sharing the same messages
- Communication fosters collaboration



Connect:

- Creating a connected team is one of the most important things you do – Team beats talent
- Use team-building exercises to build relationships
 - Hero, Hardship & Highlight
 - Defining Moment
 - If you really knew me, you would know this about me
- Create opportunities to connect outside the building
- Connection is a continuous process

Commit:

- Not just involved – your commitment has to be greater than anyone else's in the organization
- It's not about you, it's about the team – commit to them
- Focus on making your team better
- Lose your ego and own the problems
- The ultimate commitment is sacrifice

Care:

- A leader who cares builds a team who cares
- Make caring a strategy
- Value team members as individuals
- Develop and share a caring trademark

Coaching:

- True leaders don't create followers...
- They create more leaders
- Coach with optimism and positivity
- Help people become the best versions of themselves
- Ask people to share their goals and help them get there

Character:

- Don't just settle for talent without character
- Character drives talent to greatness
- Leaders are developer of characters as well as talent