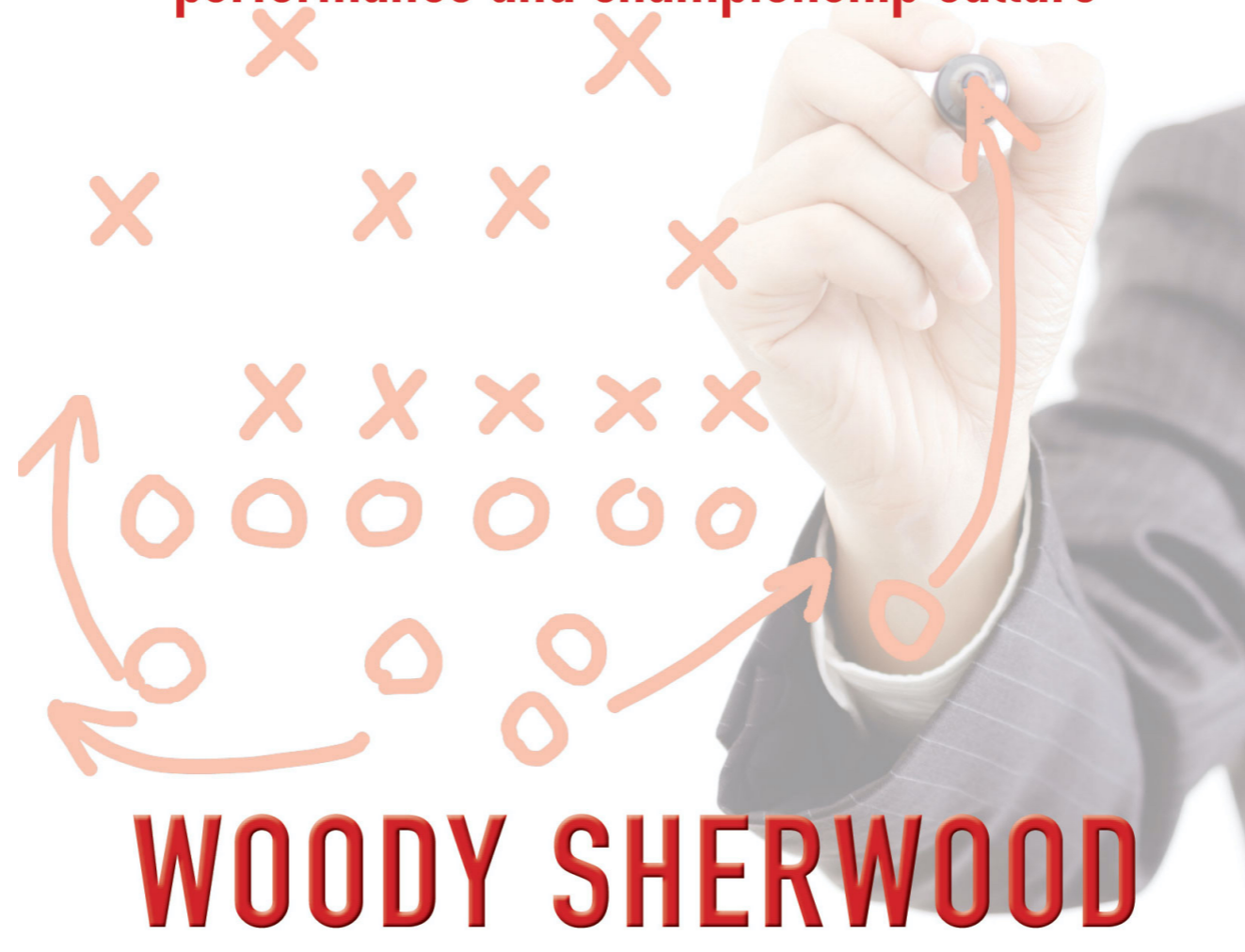




CHAMPIONSHIP CULTURE

ENGAGE, EXCEL, EXCEED

The business playbook for creating phenomenal performance and championship culture



WOODY SHERWOOD

C.U.L.T.U.R.E.

**How is your team
CULTURE?**

C.U.L.T.U.R.E.

WHAT is your team
CULTURE?

C.U.L.T.U.R.E.

1

Identity

C.U.L.T.U.R.E

2



C.U.L.T.U.R.E.

3

The Great Equalizer



Identity
Mortar
Great Equalizer

C

Commitment

C

Commitment to
what?

C

The deepest
commitment comes
when you CHOOSE



Why would you
choose commitment?



- If you are passionate
- If others are doing it
- If there is an easily identified reward

U

United Vision

U

To bring inspiration and
innovation to every athlete
in the world

U



Louisville Men's Soccer



2005 5-1 1-2

#128 OUT OF 200

2006 5-1 1-2

NEW COACH

#98 OUT OF 200



National Ranking: #1



**Big East Tournament
Champs**



**Big East Regular
Season Champs**



National Champions



2010 Ranked #1



**2010 Big East Tournament
Champs**



**2010 Big East Regular
Season Champs**



**2010 National
Runners Up**

VISION

- Where we are going
- What it will look like when we get there
- Inspires and unites

Elite Team Successes

Win conference back to back
<10 goals against
Shutouts in 50% of games
Increase Set Piece Goals (double)
Win all home games

**What words would
characterize a team with
these accomplishments?**

Passion
Communication
Drive
Competitiveness
Integrity
Grit
Accountability
Unity
Positivity
Effort
Respect

Passion

Communication

Drive

Competitiveness

Integrity

Grit

Accountability

Unity

Positivity

Effort

Respect

To be the most **competitive**
and **respected** team in the



through our **passion, grit,**
and **unity.**

HOW?

**Culture
Goals**

Sub-Mission

The Journey

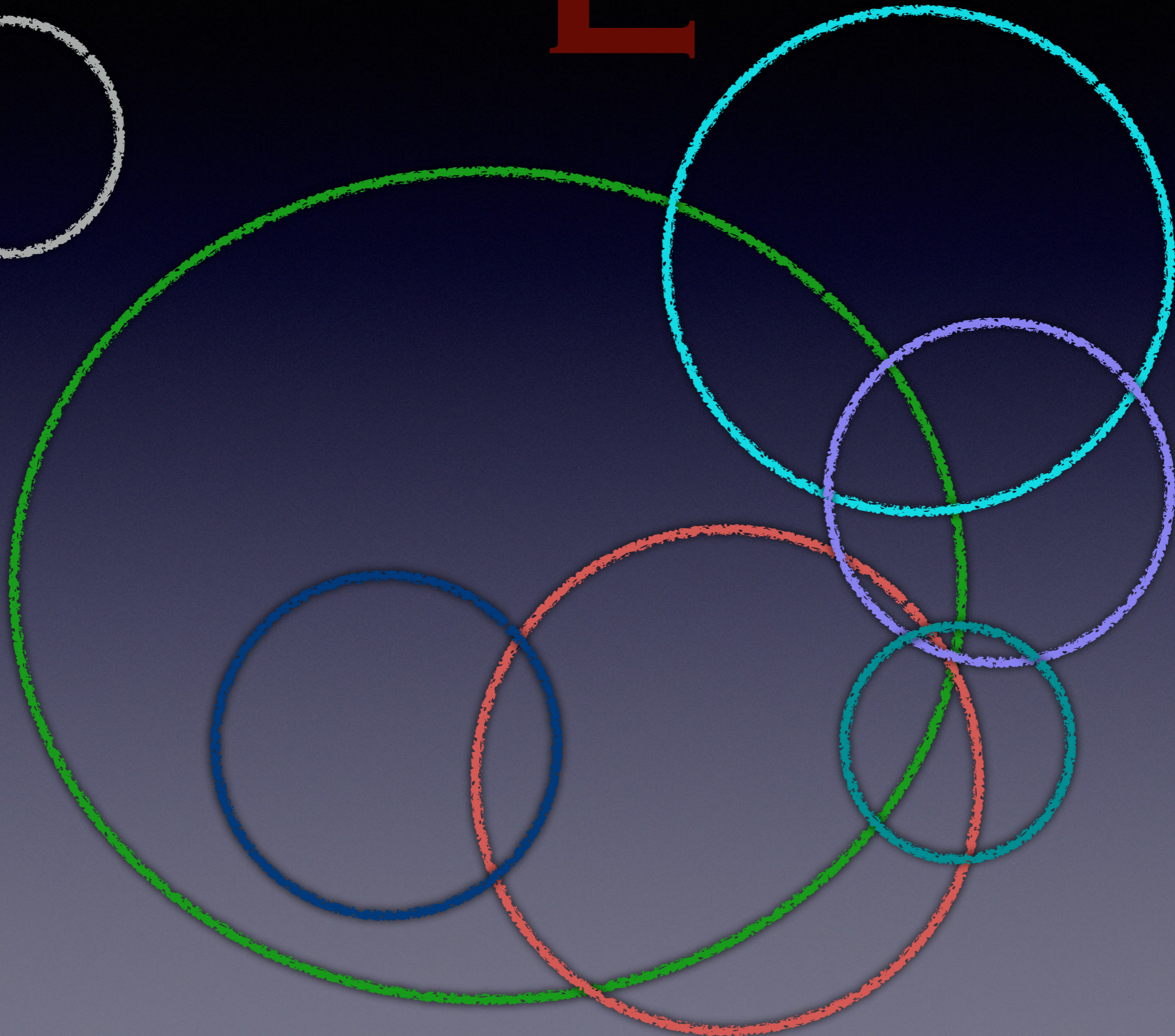
L

Liabile

L

Holding yourself and
teammates accountable

L



L

How do you increase
your circle of influence?

L

- Build Relationships
- Maintain Trust

T

Team

U

Useful Debate

U

What are your
team's boundaries?

U

- Respectful
- Not Personal
- Safe

R

Relevant

R



R

Do your teammates
think they **matter** to you?

E

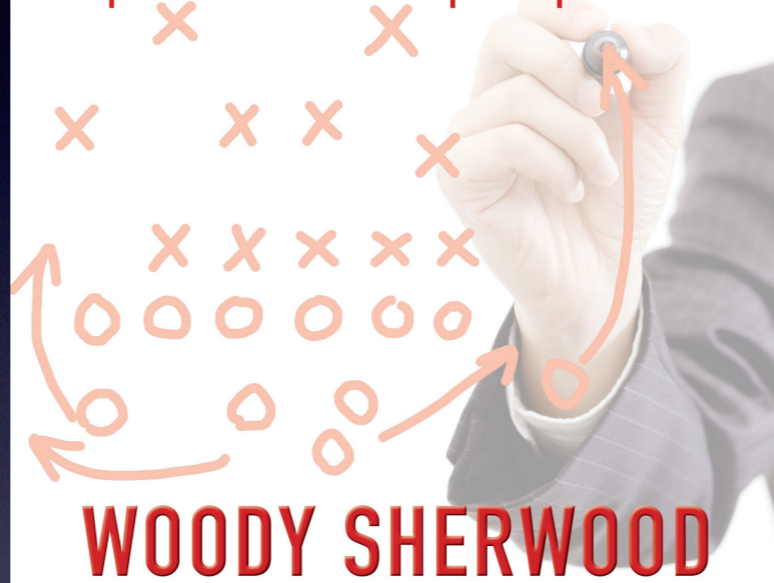
Empower

E

- Ask for teammates opinion/
ideas
 - Show appreciation
- Reinforce positive behavior

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