



Question: What Does Youth Football Have To Do With Leadership?
Answer: EVERYTHING!

The Positive Coaching Alliance, which lists Bill Bradley, Ronnie Lott, Dean Smith, Barry Zito, and Herm Edwards as members of its advisory board, offers some very solid recommendations for coaches and leaders who want to build a positive team culture. The answers to four simple questions can yield a big payoff when it comes to building a winning, successful team culture. Consider these questions and how you might use them to build your team's culture:

1. What do you want your team to be known for?

Using simple but powerful statements like, "We're a thinking team," or, "We speak and act with one voice and mind," can be powerful symbols for leaders who want to build a powerful team culture.

2. How do you communicate with your team?

Use "trigger words" for shorthand, especially once they're understood by everyone and when time is critical.

Some examples to consider are:

"Lean into it"

"Mission first, people always"

"Right the first time"

3. Do your words reinforce your beliefs?

If you want the team to always possess a positive attitude, you have to act POSITIVELY! Not sometimes--all of the time!

4. Do you reward what you value?

If you value *team*, reward team successes, not that of individual team members.