



SPORT TEAM
FUNDAMENTALS™

For Developing Competitive Team Culture

*Leadership shapes Culture and builds Character to ensure
OPTIMAL PERFORMANCE.*

Helping Coaches
Prepare Their
Teams for What
Lies Ahead
and Adjust to
What Unfolds
on the Journey
to the Season
Summit.



BASE TO SUMMIT JOURNEY

Helping Coaches Prepare Their Teams for What Lies Ahead and Adjust to What Unfolds on the Journey to the Season Summit.



WORKOUTS INCLUDED:

1. PRE-SEASON:

1. Setting Fruits & Roots Team Goals
2. Conducting a Team SWOT
3. Establishing a Team Compact
4. Choosing our Mindset
5. Putting Integrity in Action

2. IN-SEASON:

6. Understanding Good Stress and Distress
7. Reflecting on My/Our Word, Number, Color, Story
8. Developing Leader-to-Detractor Expectations
9. Mastering Winning Feedback
10. Doing a Plus-Delta Team Culture Audit

3. SEASON SUMMIT:

11. Controlling the Controllables
12. Doing a Drivers and Preventers Team Audit
13. Distinguishing Choking, Panicking, and Flowing
14. Developing Failure Resilience

4. POST-SEASON CLOSURE:

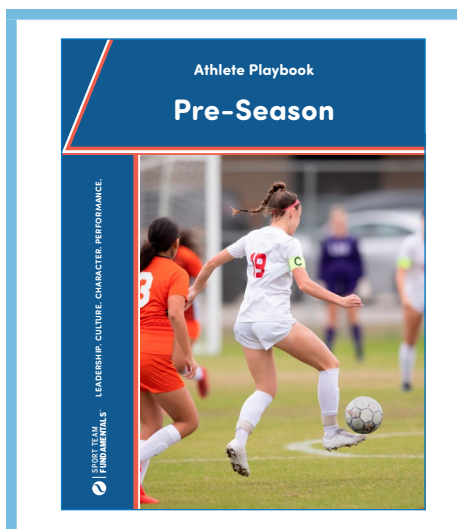
15. Season Highlights, Lowlights, and Flashlights
16. Elevator Speech Summary of the Season

WHAT IS INCLUDED



GUIDE FOR COACHES: WORKOUTS

The Guide for Coaches contains the Workouts included in the season unit. Each Workout will guide you through the *what, when, where,* and *how* of developing the leadership, character, and culture competencies your athletes need to pursue competitive greatness with personal and team integrity.



ATHLETE PLAYBOOK

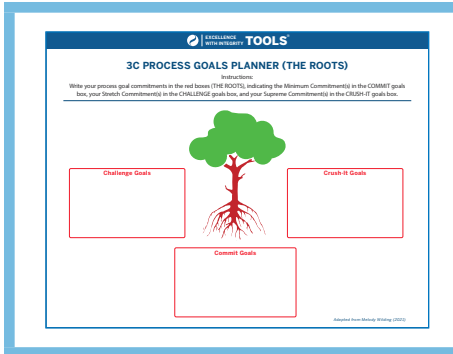
The Athlete Playbook contains the TOOLS for review and reference, worksheets for reflection, and audits for assessment of the current state of the team culture. Athletes can work on these during workouts and as a followup. Athlete Playbooks can be used electronically or in a paper-and-pencil format.



IMPLEMENTATION INSIGHTS VIDEOS

The Implementation Insights are delivered in video format and enhance each workout by unpacking some of the foundational applied research and practice along with sharing additional resources (books, articles, videos, etc.).

SUPPLEMENTAL RESOURCES



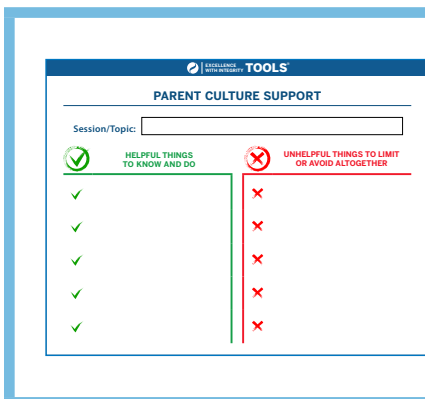
TOOLS

The Excellence with Integrity TOOLS® distill relevant research and over 20 years of the authors' experience into replicable strategies for leadership, culture and character development.



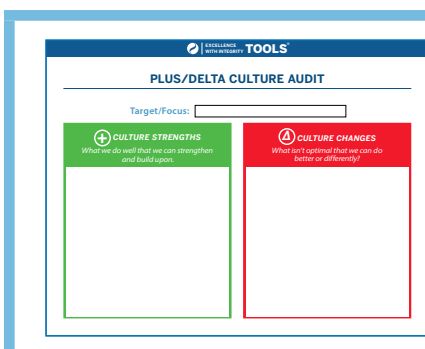
QUOTES

Quotes provide succinct “before, during, and after” reminders and insights reinforcing the knowledge and Tools from the module. Quotes are provided as stand-alone documents (in PNG format).



SHAPING PARENT CULTURE

These resources include insights and strategies for coaches to intentionally shape the culture among team parents through enhanced communication and clarity of expectations around the competencies covered in the workouts.

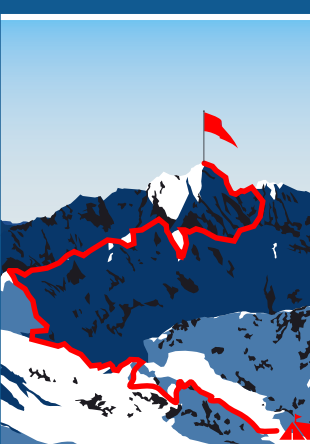
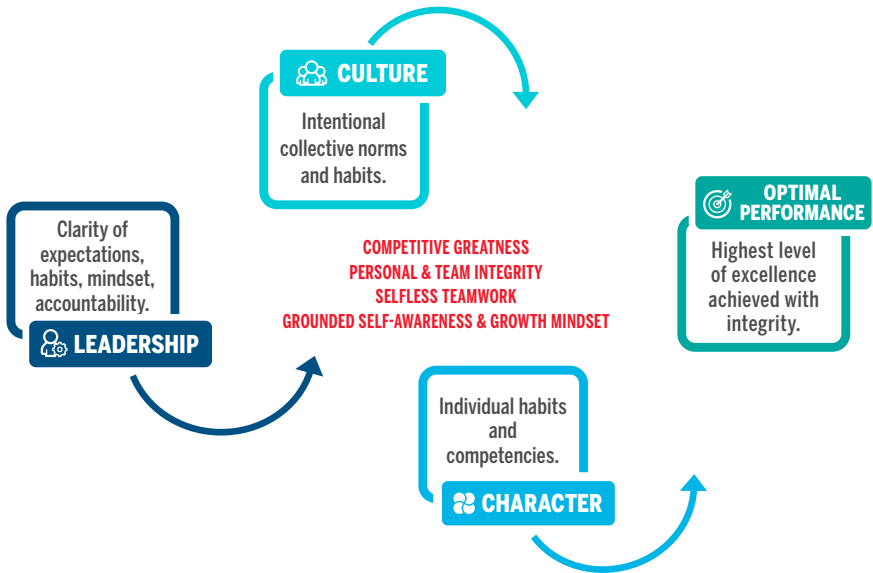


TEAM CULTURE AUDITS

Culture Audit instruments help measure and monitor various aspects of team culture/athletics experience as related to the expectations and competencies covered in each season phase.

OUR RESEARCH-BASED THEORY

Leadership
shapes
Culture
and builds
Character
to ensure
Optimal
Performance



Helping Coaches Prepare Their Teams for What Lies Ahead and Adjust to What Unfolds on the Journey to the Season Summit.

ACCLIMATIZING TEAM CULTURE FOR OPTIMAL PERFORMANCE

Coaching that is both Demanding and Responsive
to changes in the team,
which creates Collective Safety and Confidence
that are needed to summit—to achieve
Excellence with Integrity!

SPORT TEAM FUNDAMENTALS TAKE YOU

FROM THEORY TO PRACTICE

WHAT?

OPTIMAL PERFORMANCE — A SYNERGY OF:

**Competitive
Greatness**

**Integrity in
Action**

**Team
Development**

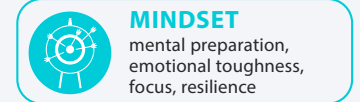
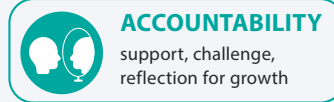
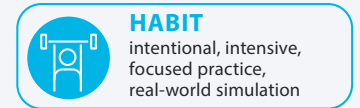
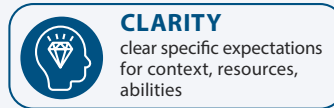
**Self
Development**



BY HOW!

Clarity, Habit, Accountability, Mindset → Performance

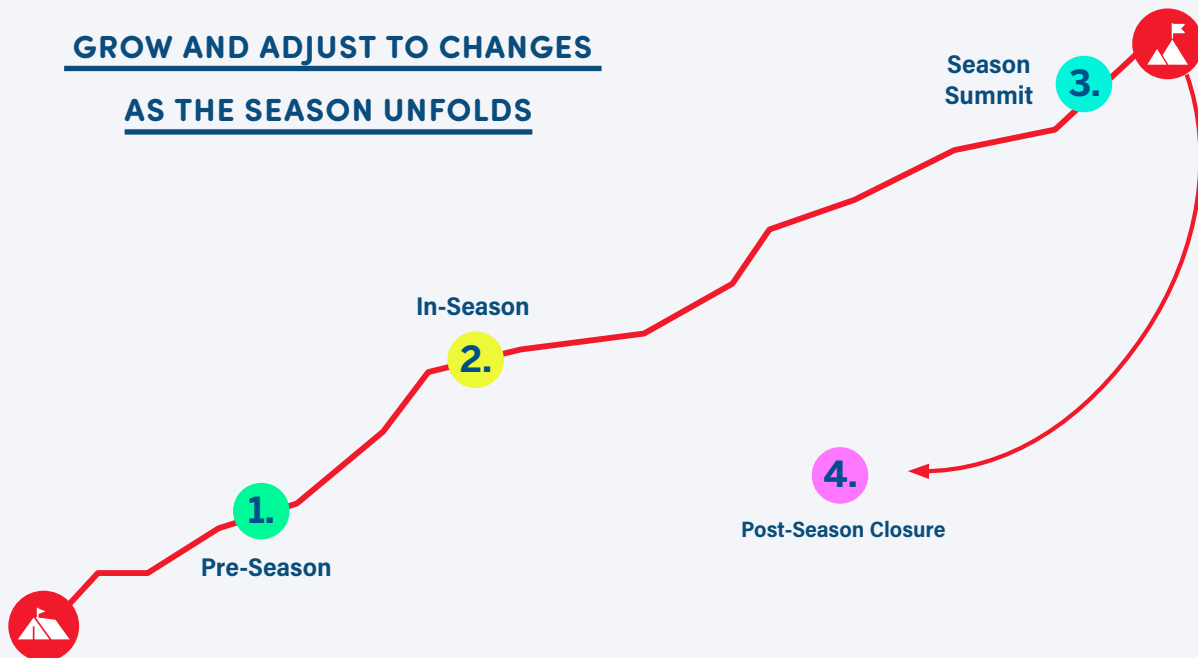
LEADERSHIP PRACTICES FOR SHAPING CULTURE



Performance

When & Where:

GROW AND ADJUST TO CHANGES
AS THE SEASON UNFOLDS



WHAT COACHES ARE SAYING

Sport Team FUNDAMENTALS are built **WITH** and **FOR** coaches

The workouts and the tools in this package take our field work in the most trying and pressure-filled environments of collegiate athletics and calibrate them to meet the needs and circumstances of pre-collegiate athletics.



"The Excellence with Integrity Culture Development work has been transformational for our program, helping me shape our team culture with precision. The assessments provide clear insights into where our team stands, and working with the Institute has allowed me to turn that feedback into targeted actions that truly make a difference. ... the guidance I've received has not only optimized our team culture but has also made me a better coach."

~ Women's Lacrosse Division I Head Coach

"The [Excellence with Integrity Culture Development work helped] our team shape the uncommon culture needed to win our first ever Men's Soccer National Championship in 2022. The Institute's Excellence with Integrity TOOLS and Assessments remain an essential part of building our team culture to achieve excellence with integrity."

~ Ian McIntyre
Syracuse University Men's Soccer Head Coach

SPORT TEAM FUNDAMENTALS™

are designed by



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and delivered by



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About the Consortium

Almost two decades ago, the Excellence with Integrity Institute and The Robert D. and Billie Ray Center at Drake University, created a consortium partnership to advance our respective visions and missions. Together, we pursue strategic opportunities in youth leadership, employment readiness, athletics, education, and organizational development in community and workplace environments.

The Institute's main focus is on research and development of instructional and assessment tools and strategies that help leaders shape culture, build character, and achieve optimal performance.

The Ray Center's main focus is on coaching, training, and expanding our collaborative implementation projects across Iowa and around the globe.