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What is Culture?

4

35 runners
 35 personalities
 35 skill sets
 35 talent levels
 35 motivations
 35 backgrounds

Can we take these athletes, with all these differences, and create 1 team that shares a common...

Plan
 Goal
 Direction
 And Have Fun While Doing It

That is my definition of "Culture"



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Simple Goals
Train Hard
Have Fun
Love Each Other

6



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Culture of Work

- This must be the start
- The Plan – The Formula
- Commitment and consistency
- The why and how
- Doing the sport to student of the sport to fan of the sport
- Training groups & organization
- What runners can do physically may not match what they can do emotionally...yet
- Where they are, not where you think they should be or where they want to be
- Easy and Recovery
- Offseason
- Anytime and anywhere
- Creativity, flexibility, names for workouts
- What works for you, might not work for me
- We offer opportunities, not make demands
- Plant seeds

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Culture of Fun

- Work and fun not mutually exclusive
- Make fun a goal; empower them
- "Nobody has more fun than us."
- Being good is really fun
- KCXC & BV 2019
- Roadtrips, Fieldtrips, Nike, NCAA, Colorado, Other Outings
- Fun and Traditions – evolving
- Bucket Lists
- Positive – How do you feel?
 - Misery and positive love company
- Board Art – What do we actually remember?
- Are you having fun?

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Culture of Celebration

- Your celebrations reflect your priorities, your celebrations communicate your values
- More than PR's & Medals
- my classroom – disadvantage to advantage
- ROW, You Inspire Me, Paper Plates, Mileage, Ugly Face, Long Runs
- Be inclusive; give a voice to all
- Videos and Pictures; Workouts and Races
- The little things
- Team 30 and knowing your history; The Book
- If you don't promote your sport, celebrate your teammates, who will?



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Warning – shameless plug



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Culture of Growth and Progression



- 4 years and 8 seasons
- Meet kids where they are
- What a coach once told me (girls)
- Growth, development, & a changing body
- **Never straight always forward**
- Patience – Hotalling, Bassford, etc.
- my files; the trap of comparisons
- Coaching for now, coaching for future
- Talent doesn't go away
- Never give up on a kid
- "always forward, never straight"

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Culture of Relationships



- Hierarchy doesn't matter (Ashton Henson – Tori Findley)
- Everyone can impact
- Run for something bigger than yourself – you can achieve more
- Servant Leader (Mya Trober)
- Training groups – strangers to friends
- Daily contact and "check-ins"
- Pre and post run opportunities – Landry, Mya/McKenna
- Top 7 and Next 7
- You recruit with every interaction
- Kids and families are your lead

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Culture of Racing/Competing

- Pre-race
- Overcoaching – the Ryan Unruh story
- Post-race – good and learn from (never right after – if I can help it)
- Self-reflection – coaches included; always me first
- Does the race plan hold you back or elevate you?
- Different kids, different needs
- Stress is good – framing
- Focusing on the wrong goals
- If you didn't know the time, how would you feel about your race?
- Process vs. Outcome – be consistent



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