

# Building & Maintaining Positive Culture

## Consistency | Intentionality | Transparency



### Co-Construct Goals

- Utilize athlete input to create long term goals to establish buy in from each side.
- Guide not direct the conversation with your athletes.



### Utilize Routines

- Have athletes give a quick rating on how they are feeling that day (fist to five).
- Empower athletes to lead warm-ups and give shoutouts.



### Establish Relationships

- Make an intentional effort to connect with ALL athletes.
- Set your practice plan aside from time to time to create meaningful moments of connection.



### Incorporate Athlete Voice

- Empower athletes by providing leadership opportunities and autonomy.
- Involve athletes in team decision making.



### Communicate Regularly

- Be clear about expectations and standards.
- Provide frequent feedback, space for athletes to share, and celebrate growth.

*Interested in learning more? These resources have you covered!*

[🔗 Ambitious Coaching™ - Core Practice Handbook](#)

[🔗 The Coaches Guide to Teaching](#)

[🔗 UW Center for Leadership in Athletics Coaching Tools](#)



**CENTER FOR LEADERSHIP IN ATHLETICS**  
UNIVERSITY of WASHINGTON

# ACTIONS + STRUCTURES

## Visible Elements

language + communication  
equipment + uniforms  
group hierarchy  
team interactions  
mottos + slogans  
team rules

## Invisible Elements

assumptions  
power dynamics  
unspoken expectations  
held values  
sport sub-culture

# BELIEFS + PERCEPTIONS

*Adapted from Schmiedel, Brocke, & Recker (2015)*