

# **CREATING A POSITIVE CULTURE**

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# WHAT IS CULTURE?

- **Culture is a “buzz” word these days**
- **Who are you? What do you want your team to be about?**
- **What is your standard?**



# **GOPHER VALUES**

- **TOUGH** – the ability to show up everyday, regardless of how you feel. Handle hard better.
- **GRATEFUL** – super appreciative of kindness or benefits received. Thankful.
- **DISCIPLINED** – activity, exercise or a regiment that develops or improves a skill.
- **DEVOTED** – feeling or demonstrating loyalty or dedication, putting others needs before yourself.



# WHAT ARE YOUR TEAM VALUES?

**Take a few minutes to think...**

- **What values do you feel strongly about and would benefit your team?**
  - i.e – Passion, value, excellence, proud, teamwork, hard work, relentless, trust, commitment, candor, humor, etc.
- **Who should be involved in deciding your values?**
  - Coaches, players, captains, etc.



# **HOW TO MAKE YOUR VALUES COME ALIVE**

- **You need have buy in**
- **Can't just be words on the wall**
- **They need to be lived out continuously**
- **Success is embodying and fulfilling those values every day**
- **Examples of those values will look very different for your student-athletes than they do to you as a coach**



# PROCESS VS OUTCOME BASED

- **Outcome – end result, the score, winning a game**
- **Process – things that you and players can control to help them succeed and can lead to a positive result**

**It's never a guarantee that focusing on the process will allow you to win, but it should free your players up to control what they can and not focus on the scoreboard**



# PROCESS ORIENTED EXAMPLES

- **Simple puck movement on the power play**
- **Protect the back door**
- **Tight gaps with great back pressure**
- **Shooters mentality**
- **Cheat to 50/50 pucks on the PK**
- **Block shots**
- **No undisciplined penalties**
- **Relentless forecheck**
- **Etc**

**What are some process oriented things that your team could focus on?**



# **CULTURE TAKES TIME & CARE**

- **Culture takes awhile to build – but can be torn down in an instant**
- **Stay vigilant in regard to what is going on in your program**
- **There must be trust built between coaches and players**
- **Communication is key – but very hard**



# QUESTIONS?

**THESE CAN BE ABOUT CULTURE, OR ANYTHING YOU ARE CURIOUS ABOUT,  
HOCKEY OR NON HOCKEY RELATED...**

