

SESSION 7

CULTURE – SESSION 2 REPORT



GROWING CULTURE



OVERVIEW

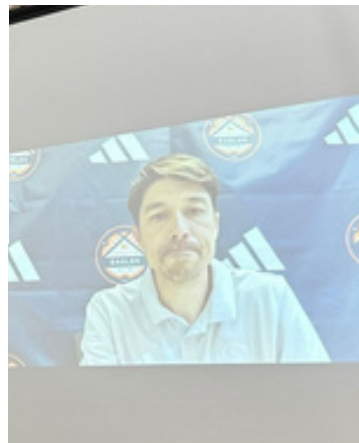
This session focused on how coaches intentionally build, strengthen, and protect a positive team culture. Culture is not created by chance, it is developed through consistent leadership, clear values, accountability, and intentional investment in people. The session also highlighted Jesus' model of developing leaders and disciples as an example for coaches.

MODELING THE CULTURE AND VALUES

A coach's actions have a greater impact than their words. Players observe how leaders respond to challenges, interact with others, and make decisions. When coaches consistently model the team's values, they establish credibility and encourage athletes to adopt those same behaviors.

Catching the Good

Rather than focusing only on mistakes, effective coaches intentionally recognize and reinforce positive behaviors. Celebrating athletes who demonstrate effort, teamwork, integrity, leadership, or perseverance encourages those behaviors to become part of the team's identity. Positive reinforcement motivates players and creates an environment where desired behaviors are repeated.





EMPOWERING LEADERS TO CARRY THE CULTURE

Culture becomes stronger when leadership is shared. Coaches should identify emerging leaders within the team and equip them to model expectations, encourage teammates, and reinforce team values. Empowered leaders help maintain a positive culture even when the coach is not present.

From a Christian perspective, empowering leaders reflects the example of Jesus Christ. Rather than doing all the ministry Himself, Jesus intentionally invested in His disciples, teaching them, correcting them, encouraging them, and gradually giving them greater responsibility. He trusted them to continue His mission after His resurrection. This demonstrates that true leadership is not about control or personal recognition but about developing others to lead with wisdom, integrity, and a servant's heart.

Ultimately, Christian leadership is about multiplication. Just as Jesus developed disciples who would go on to teach and lead others, coaches should invest in developing leaders who will influence their teammates and, in time, mentor future generations of athletes. In this way, the team's culture becomes rooted not only in performance but also in Christ-like character, servant leadership, and a commitment to honoring God through sport.

PROTECTING CULTURE

ACCOUNTABILITY

Healthy cultures require accountability from everyone, including coaches and players. Accountability ensures that team values remain more than words and become daily practices.

GUIDING PRINCIPLES

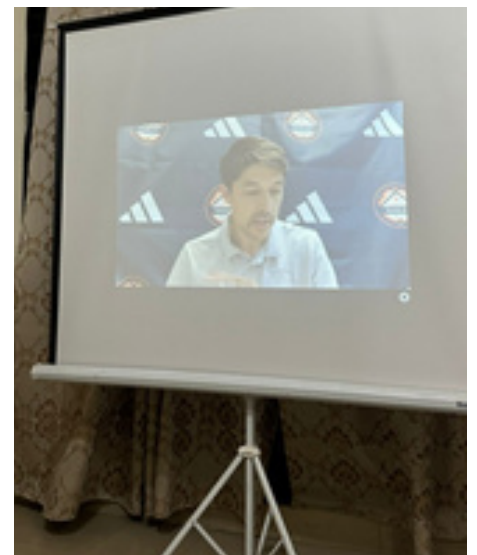
Guiding principles provide clear behavioral expectations that align with the team's core values. These principles help athletes understand what is expected and provide consistency in decision-making.

TEACHABLE MOMENTS

When mistakes occur, coaches should use them as opportunities for learning rather than simply issuing punishment. Constructive conversations help athletes grow in character, decision-making, and responsibility.

SHARED RESPONSIBILITY

Protecting culture is everyone's responsibility. Leaders, teammates, and individual players must consistently uphold the team's values, encourage one another, and address behaviors that threaten the team's culture.



JESUS AS THE SHEPHERD

JESUS DEMONSTRATED INTENTIONAL LEADERSHIP BY INVESTING DEEPLY IN PEOPLE AND PREPARING THEM TO LEAD OTHERS.

LEADING AND DEVELOPING DISCIPLES

Jesus taught, mentored, challenged, and encouraged His disciples, helping them grow spiritually and become future leaders. His leadership emphasized servant leadership, faithfulness, and personal development.

70 – 12 – 3 MODEL

Jesus invested in different groups at different levels:

- The 70 disciples were equipped to spread His message broadly.
- The 12 disciples received close mentoring and leadership development.
- The 3 (Peter, James, and John) experienced the deepest level of personal investment and leadership preparation.

This model demonstrates the importance of intentionally investing different amounts of time and attention based on leadership development needs.

CONCLUSION

Session 2 emphasized that successful team culture is intentionally grown and actively protected. Coaches shape culture by modeling their values, recognizing positive behaviors, empowering leaders, and maintaining accountability. Jesus' example of developing disciples demonstrates the importance of investing in people, building leaders, and creating a culture that continues to grow through others. These principles provide a strong foundation for developing athletes who excel not only in sport but also in character and leadership.



