

ELITE CLUB

March 2019

A collage of words describing a team culture, including Family, Strong, Competitive, United, Bought dogs, Badass, Potential, Attitude, back energy, brothers, brotherhood, State, High, legit, Top, Respected, Dominant, group, Overlooked, Epic, Filthy, Impressive, motivated, Champs, Winning, Dedicated, hype, EXTREMELY, determined, success, tough, Physical.

So how do we make this happen?

Why are we here tonight?

Culture

- Everyone loves the fruit, but what does it take for that fruit to ripen?
- Fruit is the *product* of the *process* very few actually see or experience. It isn't glamorous, fast, or easy.
- The fruit is the product of a complex, long process.



Objectives for tonight:

- Create an Action Plan For Success
- Identify the Mission that we are on individually and as a program
- Create the Vision that is the product of our Mission
- Identify the Standards that are necessary to accomplish our goals

Agenda

- Goal Setting
 - Individual Goals
 - Team Goals
- What does this *look* like?
 - Tilly Football Standards
- How do we get there?
 - Set the path
 - Mission of Chantilly Football
 - Vision of Chantilly Football
- OverBelieve
 - Make a bold statement for yourself and for the program for the 2019 season.

Your Goals

- Take a minute to identify *personal* goals for the next calendar year as they relate to the following:
 - Football
 - School
 - One other goal
- If you have trouble getting started, think: “this time next year, what will I have accomplished?”

Your Goals

- How will you accomplish each of these goals?
- Write down your plan to realize each goal. This plan should include:
 - Specific actions to be taken
 - A timeline for completing tasks or taking action
 - Measurable success (how will you know if you have achieved this goal?)

Goals

- Take a minute to identify *program* goals for the next calendar year as they relate to the following:
 - On the field
 - Off the field
- If you have trouble getting started, think: “this time next year, what will we have accomplished?”

Goals

- How might we accomplish each of these goals?
- Write down your plan to realize each goal. This plan should include:
 - Specific actions to be taken
 - A timeline for completing tasks or taking action
 - Measurable success (how will you know if you have achieved this goal?)

Fall 2019

- What does a successful 2019 look like to you?
- How do we arrive at that success?
- The steps we must take to be successful are our Standards

Tilly Football Standards

- What are the standards that will lead us to our goals?
- Examples of places we have/need standards:
 - In the Weight Room
 - In School
 - In Life/Community
 - On the Field

Sample Standards

2019 Jesup Football; What does it mean to be a "FREAK"

	IN WEIGHT ROOM	ON THE FIELD	IN SCHOOL	IN LIFE
Fluff, none of it (Straight to the point)	Warm up with a purpose Proper depth/tech Check In/Check Out	Make a play, move on to the next one (don't need to look at crowd/trash talk) Stormtroopers (Uniform look)	Raise hand to compete in class Turn in an assignment on time and completed to best of ability	Tell the truth Treat your body right Be the best version of yourself
Respectful	Address adults by coach, sir, Mr./Mrs Everything has a place (G6- Sweep the shed) No swearing/name calling	Address adults by coach, sir, Mr./Mrs Tuck in your Jersey Your opponents/ THE GAME No swearing/ taunting	Address adults by coach, sir, Mr./Mrs Wear Jesup Clothes Pick up after yourself and others No swearing/name calling	Address adults by coach, sir, Mr./Mrs Tuck in your shirt Curb your cart Please and Thank You
Enthusiastic	Tell others they can... Manufacturer Energy	High Fives/ Patriot Swings Verbally bring someone up	Greet your teachers/ staff member in the class Greet other peers in school	Live for Mondays Great day to be a JHAWK
Always count on me	Follow program/weights Stand Tall Rule	Know my - alignment - assignment - role	Help without being asked Be the rule/ not the exception	Job Spouse Children/Other People
Keep swinging	Fail, do it often	4 Quarters/ A to B for 5-7 Seconds for 120+ snaps	Push yourself academically, co-curricular, and socially	Never Quit

Chantilly Football's Mission

- **Mission** Statements: essentially, why do we exist; *what is our purpose?*
 - If you are FedEX, it is “to get it there”
 - If you are Disney, it is “to make people happy”
 - Ask and answer: “what is it that I am/we are chasing every day?”
 - *Your answer is our purpose, our mission.*
- A **vision** statement is a way to identify the results we hope to achieve.
 - Again, there could be multiple vision statements that apply to various facets of the program.
 - We are essentially writing these statements as we work through these meetings.
 - Ask and answer: “If I/we live these standards daily, what will we **accomplish**?”
 - *Your answer is our vision.*

Sample Mission and Vision Statements



- **Mission:** Create groundbreaking sports innovations, make our products sustainably, build a creative and diverse global team, and make a positive impact in communities where we live and work
- **Vision:** Bring inspiration and innovation to every athlete* in the world.

*If you have a body, you are an athlete

Sample Mission Statements

- American Express: We work hard every day to make American Express the world's most respected service brand.
- IKEA: To create a better everyday life for the many people.
- TED: Spread ideas.
- Patagonia: Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

Sample Vision Statements

- Alzheimer's Association: A world without Alzheimer's disease.
- Teach for America: One day, all children in this nation will have the opportunity to attain an excellent education.
- Amazon: To be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online.

Chantilly Football's Mission

- We could have multiple: program, offense, defense, special teams, etc.
 - Our Freshman and Developmental teams' Mission is: "Learn and Return"
- Our program's mission:
 - Through football, athletes will develop physical and mental skills that will **empower** them to be successful on and off the field. Athletes will learn **selflessness**, develop **discipline**, build **confidence** and foster **toughness**.
- Does this mission mean anything to you? Will it?
- Our program's vision:
 - ????

Chantilly Football's Mission and Vision

- As we work through our goals and standards, we are going to create our 2019 Mission and Vision
- Our Standards will reflect both our Core Values and the actions we must take to achieve our goals.
- We will live our standards *daily* and hold ourselves and each other accountable.
- Ultimately, Missions mean nothing *unless* we live as though we are ***on*** a mission.

Our vision, your vision:

- How can we help keep you accountable and motivated?
 - As a team?
 - As an *individual*?
- How may we best support you?

OverBelieve

- Make a bold statement for yourself and the program for the 2019 season.

Ignore the critics.

No matter what anyone says, just show up and do the work.

If they praise you, show up and do the work.

If they criticize you, show up and do the work.

If no one even notices you, just show up and do the work.

Just keep showing up, doing the work, and leading the way.

Lead with passion.

Fuel up with optimism.

Have faith.

Power up with love.

Maintain hope.

Be stubborn.

Fight the good fight.

Refuse to give up.

Ignore the critics.

Believe in the impossible.

Show up.

Do the work.

You'll be glad you did.

True grit leads to true success.

Remember, it is a process to get to the fruit.

