ELITE CLUB

March 2019
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

• *Over*Believe
  • 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

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