Being Intentional About Culture Creation and Maintenance* (KCCC 2502AB)
Friday, December 15, 11:30 a.m. – 12:30 p.m.
Suggested Audience/Level: All – Advanced
Featured Speakers:
Theresa Beeckman, Tree Roots Culture Consulting Founder

Whether you believe in working on culture or not, you have a culture. You can leave it to chance or you can plan to create a positive and productive culture for your program. Don’t think you have the time to worry about creating culture? Coach, in today’s climate, you don’t have the time to not do it.

The goal of this session is for coaches to understand, acknowledge and embrace the need for intentional culture creation as it relates to this generation of athletes, parents and administrators. Coaches will learn to identify culture (good and bad) when they see it and will learn practical applications for implementing ideas about their team’s culture.

Key Points:

- Why it’s not the same today
- The 2 prongs of culture
- Oh, to get them to hear and understand the words that are coming out of your mouth
- Report Day and In Season Event Ideas to keep them engaged