

Team Culture.

By

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Why are we playing Volleyball?

USA MNT: We are trying to become the best Volleyball Team we can be, with the hope of winning an Olympic Medal in Beijing.

* Committing to this goal has significant behavioral implications.

General Thoughts

- What is your Teams competitive advantage?
 - Good at lots of things, but great at one or two things.
- Experience is the teacher, so you have to play a lot of high level matches to improve.
- We want a high rate of player retention.
 - Player development
 - Leadership
 - Role Models
- If you are going to create a great team – you need to experience one.



General Thoughts

- We like our athletes to have character – and we see the strong link between behavior off the court and behavior on the court.
- However, our job is to win Volleyball Matches, so character development is not an articulated goal at our level. (it should be at lower levels).
- Our mission statement identifies the importance of off-court behavior.
- Our culture/processes facilitate the development of functional behavior in our athletes.
- Athletes who cannot deal with it will often self select out – and that's OK.

Language and Culture

- What is the language you speak?
 - Systems
 - Skills
 - Culture
 - Non-verbal (posture and facial expressions).
- Using the cultural language reinforces the culture itself.

USAV MNT Team Culture Concepts - Coaches

- We are service providers and value creators. If we want them to be the best we can be, then my staff and I should try and become the best we can be. (GCC 2005)
- Clubs v. National Team (manage the clubs)
- People first – then athletes. Relationships matter (NORCECA)
- Coach/Player Relationships: Friendly but not Friends, Respect but don't treat everyone the same.
- Loyal, Objective, Transparent, Trust.



USAV MNT Team Culture Concepts – Coaches

- Care and respect for the individual is important, but we do not allow an athletes personal agenda compromise the team.
- The Danger of the “Talented” Athlete. (Maybe cut them early and see if they come back)
- Life is not fair, and neither are we.
- Our goal is to win so - Process v. Results then Results.



USAV MNT Team Culture Concepts - Coaches

The fewer Rules, the better.

- No public alcohol consumption in USAV clothing.
- No talking to agents during tournaments.
- If you are selected to participate in a tournament you must travel to and from the event with the team, unless some deviation or exception is approved by the staff.
- At all times we will strive in thought and in action, to represent ourselves, our team, and our country with honor.
- Travel uniform (Flights and to/from matches)
- Be on time.

USAV MNT Team Culture Concepts – Players.

- Clubs v. National Team (European culture v. USAV MNT).
- Personal agenda v. Team agenda (Rising tide lifts all of the boats).
- Our collective abilities are the key to our success.
- No one person is more important than the team.
- Greatness is a habit – not a switch.
- Control what you can control (last/next play, refs, Opponents).
- See what happened, learn from it, and then figure out what you have to do to win the next play.
- Sphere of influence v. focus of control.
- Try for every ball (proactive action).
- Don't let your circumstance define who your are.
- What you do off the court influences how you play on the court.



USAV MNT Team Culture Concepts – Players.

- If you're having problems on this team, look at yourself first.
- What happens to you here is, in large part, up to you.
- Positive thought, positive action (rise to the challenge).
- If you have an issue with someone, talk to that person directly and resolve it, agree to disagree, or let it go.
- Students of the game (Practice and Matches).
- Emotion is OK.
- Posture.
- Don't be surprised by greatness.
- Take pride in working hard every play – especially off the ball. Do it so we'll win more points - and so that your team-mates will do it for you.



USAV MNT Team Culture Concepts – Players and Coaches.

- Mission Statement.
- We're all in this together.
- There are no 'little things'.
- Our ability to deal with adversity will determine how successful we are.
- Direct and Honest Communication with no collateral damage – Coaches and Players can agree to disagree.
- Look people in the eye and repeat

USAV MNT Team Culture Concepts – Players and Coaches.

- No Sarcasm in Practice – coaches or players.
- Practice intensity.
- Every play, every day.
- Say and do everything you can to help the team win.
- Accountability. Individual and collective – we are investing the most important resource we have. We can demand a return on that investment.