



A Coaches Guide on How to Develop a Positive Team Culture



A Mental Skills Workbook for Athletes & Performers



Hi, I'm Demi Agai by -

a Mental Performance Consultant & founding director of Beyond Horizons Performance (BHP). Through BHP, I'm committed to embedding psychological skills training and mental wellness across athletic and artistic spaces.

Let's build confidence, mental toughness, and resilience together!



A coach's job doesn't solely revolve around the technical and skill-based work. There's also a responsibility to build a unified and cohesive team that works together under pressure and copes with disappointment, frustration, loss, etc. The bottom line? Fostering a positive team culture is just as integral to a team's success.



There are 3 primary components to positive team culture:

- a** Expectations
- b** Communication
- c** Relationship & Connection



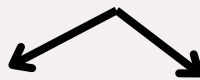
All of these facets influence one another and work together to establish positive team culture.



a Expectations

Before the work begins, it's crucial to outline what's expected of the athletes as it relates to their behavior, and attitude.

Expectations must be established between:



Athlete & Coach

Athlete to Athlete

As a coach, how do you want your athletes to show up despite the odds?

What's the relationship between teammates like?



Put it into practice!

How do your answers above translate into action?
What are some tangible ways athletes can demonstrate the expectations?



b Communication

How you communicate with your athletes will help strengthen expectations & relationship while building trust.

Here are 3 methods coaches can use to improve their communication strategies.

» *Share the Why*

Letting the athletes in on why you're making certain decisions, changes, etc. makes them feel a valued part of the learning process. This also helps them build trust with you as a coach.

» *Share your Coaching Philosophy*

Share your coaching philosophy with your team. What are your goals as a coach? How do you understand the coach/athlete relationship?



» *Give Voice to your Team*

It's important to provide a platform for your athletes to share their voices. How do you want your athletes to communicate with you? What platform or system can you put in place? Are you electing captains or leaders? If so, how frequently will you meet with them to hear their feedback?



c Relationship & Connection

Strong relationships with your athletes require acknowledging both the human & athlete.

Let's brainstorm some ways that you can honor the athlete and human throughout the season.

» *1-1 Meetings*

How can you prioritize being in a one-on-one capacity with each of the athletes? Can you schedule individual meetings at the beginning, middle, and end of the season? Outside of those time slots, are there other opportunities for the athletes to speak to you about concerns, problems, etc?

Brainstorm some potential options below while also considering the season's schedule and your boundaries/bandwidth as a coach.



Consider framing these individual meetings as an **investment in your athletes and your team dynamic**. It might be challenging to find a way to make it work, but the payoff is well worth it.

Need ideas on effective and efficient discussion questions for your individual meetings?

- What has been the most pressing challenge for you technically/skill-wise?
- What has been the most pressing challenge for you mentally or socially?
- What is something I might not be aware of, but would be helpful to know about the team?

» *Work Hard, Play Hard*

Infusing levity, laughter, and play into a normal routine practice is an incredible way to strengthen your relationship with your athletes. Showing your humanity as a coach consequently allows them to be more open with you.

EXAMPLE

'Question of the Day' Prompts, Turn Drills into Game/Race, Athletes Choose Warm-Up Songs

Transformational Leadership Checklist:

- ✓ Communicate the Team's Vision
- ✓ Inspire Team Members to Believe in the Vision
- ✓ Acknowledge Each Team Member's Contribution to Success
- ✓ Encourage team members to provide ideas to increase team success and satisfaction



Cultivating a positive team culture takes time! Here's a quick check-in list you can use to hold yourself accountable throughout the season.

Did you find this helpful?

Schedule your free discovery call [HERE](#) to dive more into how you can manage your performance anxiety & rise to any occasion that comes your way!

