

Coach Ramirez's FOOTBALL CULTURE BLUEPRINT

TEAMWORK

Competitive Spirit	-“He will win whose army is animated by the same spirit throughout all its ranks. -Sun Tzu
Combat Motivation	-Charging Forward not for the hate of who is in front of you but for the love of who is behind you.
Trust	-3 tiers of trust: Technical, Ethical and Personal
Unit Cohesion	-The band, the deep interpersonal connection created among the members of a unit.
Brotherhood	-There is no more powerful force than a group who share an uncommon commitment to each other to achieving their goals.

SIMPLE

Fundamentals	-Developing skills requires a lot of plays, physical and mental. Every play counts.
Unmitigated Discipline in everything	-Success is contagious. Yet so is failure. It is the result of what you do everyday
Effort	-You play like you practice. You cannot cruise through practice and play with purpose
Communication	-Taking the time to communicate in a way that everyone understands.

PRIORITIZE AND EXECUTE

Planning	-Focus on the immediate needs of the team, scheme, skills and individual players. Being Prepared to make the use of time.
Goal Setting	-Player and team goal setting and measurables to get there.
Player Evaluation	-Conducted throughout the season.
Knowledge	-Practice, schemes, wins and losses there will continually be takeaways and lessons learned.

DISTRIBUTED LEADERSHIP

Ownership	-The more ownership instilled in your people the more motivated they will be.
Attitude	-Attitude and behavior have a profound impact on teammates and coaches.
Alignment	-An aligned organization gets better results faster and is more agile in a competitive environment.
10-80-10	-10% Top Performers 80% middle tier 10% bottom Performers. Goal is to have the top performers bring up the 80% and the 80% bringing up the bottom 10%.