









### **OWNER**

- Common Sense
- Create Stability
- Believe in People
- Pride of the Company
- Care More than Anyone



#### **HEAD COACH – GENERAL MANAGER**

- Who Do We Intend To Be?
- Philosophy Of The Team
- Four Pillars Of Creating Culture
  - Command Of Attention
  - Command Of The Message
  - Command Of Self
  - Command Of Trust
- How To Teach/Develop The Culture
- How Employees Impact The Culture



### **TALENT ACQUISITION**

- Must Define Each Job
- Scout Inside Out, Not Outside In
- Elimination is More Important than Finding
- Must Train Employees, Cannot Retrain



#### **TALENT DEVELOPMENT**

- We Must Make Players Better
- The Difference Between Good And Great
- False Duality
- Eliminating Bias
- We Need Loyalty, Not Devotion
- We Give Them A Purpose

