



Module 1: Frame a team culture

FOLLOW A CODE

If you define clear guiding principles for your team to follow, then everyone will know what to expect from each other.

Principles

What are 3 rules that let your team know what is expected of them each day?

They should

- ✓ Be key to team success.
- ✓ Guide individual actions.
- ✓ Be easy to memorize.

Guiding sentences

Write 1 sentence that clarifies what you mean with each principle so that there is no room for misinterpretation.

They should

- ✓ Be specific.
- ✓ Leave no room for doubt.

Examples of codes



We will

- **Love athletes.** Make things that make them legendary.
- **Stand for equality.** United we win.
- **Fight on together.** Adversity fuels victory.
- **Create fearlessly.** Dare to lead. Never follow.
- **Always connect.** Live at the center of the consumer's life.
- **Stay true.** Completely honest. Perfectly imperfect.
- **Think beyond.** Better athletes in a better world.



We will

- **Be profit minded.** We do work that is profitable and allows us to scale.
- **Be Intelligent Communicators.** We create content that is practical, simple, and very easy to understand.
- **Be driven.** We constantly surprise people with what we have accomplished.
- **Listen to customers.** We make decisions based on data we've reviewed.
- **Create content.** We create brilliant content that helps other people succeed.
- **Finish our work.** We do not quit until a project returns on our investment.