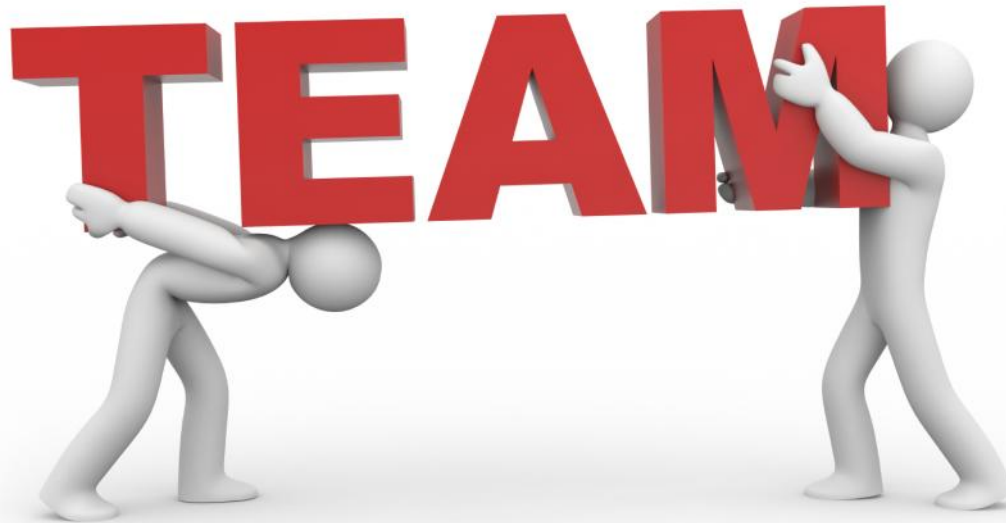




**Create a Culture
of Greatness**

Welcome

This handout / workbook is an accompaniment to the Create a Culture of Greatness Team Building Kit / audio presentation by [Jon Gordon](#). It is suggested that you listen to the audio message in its entirety and then return to this document as a recap and worksheet to help you and your team turn ideas into actions and actions into results.



The Key Ingredients in Creating a Culture of Greatness

A Culture of Greatness is where we expect great things to happen. We achieve it with...

- **Excellence**
- **Optimism**
- **Empowerment and Coaching**
- **Trust and Love**
- **Passion**



Why is culture so important?

Culture drives behavior and behavior drives habits.

You win in the locker room first and then you win on the field.

You win in your workplace before you win in the marketplace.

What does culture mean to you?

What benefits do you think would be achieved if your organization focused on creating a Culture of Greatness?

Focus on the root, not just the fruit. Nurture the root and you'll have better fruit. Which are you / your organization focused on more? Are you consumed with short-term gain, neglecting sustainable, long-term success?

It's not the numbers that drive the people but the people that drive the numbers. Which do you feel your organization is more focused on currently? Why?

When you think of a culture of greatness, what organizations, businesses or sports teams come to mind? Name 3 and explain WHY they are examples that come to your mind.

1. _____

WHY: _____

2. _____

WHY: _____

3. _____

WHY: _____

4 Steps to Creating a Culture of Greatness and Building a Winning Team

1. Develop Talent
2. Lead with Optimism
3. Create Engaged Relationships
4. Infuse Your Team with Passion



Build a Winning Team

Step #1 *Develop Talent*

What separates the best from the rest?



Keys to Develop Talent

- **Finding the right talent that fits your culture**

You need to start with the right people and to define who the right people are you need to ask the right questions...

What is our culture? _____

Who are we? _____

What do we stand for? _____

What does our culture represent? _____

- **A quest for excellence**

Create an environment that enables the right people to excel.

Think, "Today we will be better than we were yesterday."

Remember that past success does not determine future success. Complacency leads to mediocrity.

Does your current culture foster a quest for excellence? Why? Why Not?

Keys to Develop Talent

- **Be Humble and Hungry**

Humble is also being a life long learner.

Hungry is not being afraid to work harder than anybody else. It's having desire.

Are you humble and hungry? Do you struggle with one attribute more than another? What can you do to improve on either?

- **The myth of “greatness”**

You're lucky. You were born that way... these are the myths of greatness.

Do you ever find yourself making excuses for greatness? Do you think greatness is something some are just born with?

Build a Winning Team

Step #2

Lead with Optimism



Optimism is a competitive advantage!

Leadership is a transfer of belief.

If that statement is true, what type of beliefs are you transferring to others?

So often, the difference between success and failures is belief.

What do your people believe?

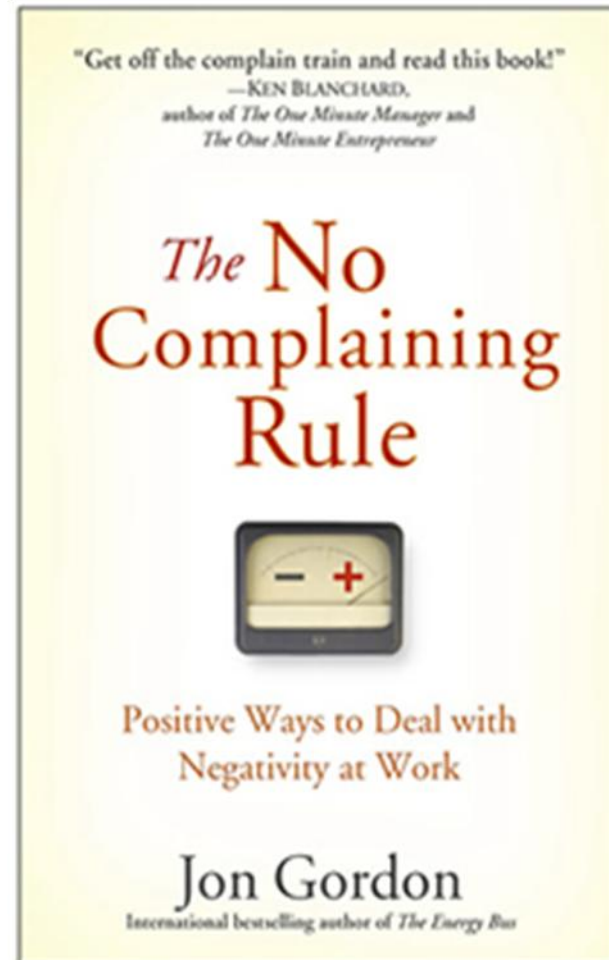
What can you do inspire and transfer your beliefs?

Win in your mind first.

Negativity

1 Factor that Sabotages Morale & Performance

Is negativity a problem in your organization / team. Yes? No?
Why? Why not?



Negativity

- **Complaining**

How do you currently deal with complaining within your team / organization?

Positive Suggestions:

- Implement a No Complaining Rule
- Don't tolerate mindless complaining. Complaints must be accompanied by suggested solutions.
- Remember, negativity is like a subtle cancer that slowly spreads throughout the organization. You must stop it before it spreads.

- **Energy Vampires**

- You know who they are... and you must deal with them.
- They will suck the life right out of your organization.
- Post a sign "No Energy Vampires Allowed"
- Neutralize them with Kindness.
- Be sure to look in the mirror to make sure you aren't being one yourself.