THE CLAW CULTURE MODEL

BUILT IN SPORTS. READY FOR LIFE.

CLAW supports youth athletes to develop communication, leadership, attitude, and work ethic.

4 pillars | 12 behaviors

CLAW CULTURE

C — COMMUNICATION

LISTEN
- With 2 eyes & 2 ears
- Develop awareness
- Learn to be coachable

TALK
- On the field
- With your team
- With your coaches

BELIEVE
- In yourself and others
- Lift each other up - elevate with positivity
- Have faith

L — LEADERSHIP

BE THE EXAMPLE
- Influence and guide team success
- Win and lose with class as ONE TEAM

SPORTSMANSHIP
- Act with integrity to rules, refs, opponents, parents, coaches, community

GOALS & ACHIEVEMENT
- Create individual goals
- Empower team goals
- Measure success

A — ATTITUDE

BE ACCOUNTABLE
- Take responsibility for your actions
- Celebrate success
- Learn from failure

BRING YOUR BEST
- Set high standards
- Someone who wants to beat you is getting better right now, so BRING IT!

HAVE FUN & HAVE EACH OTHER'S BACK
- Trust your team
- Play together, with a smile
- Deal with adversity together

W — WORK ETHIC

PRACTICE WITH PURPOSE
- Build from fundamentals
- Get better at 1 thing today
- Practice how we want to play

HIGH VELOCITY
- Learn the right way
- Go slow, then FULL SPEED
- Speed + Direction

PLAY HARD
- Leave it all on the field until the clock hits 0:00, then check the scoreboard
- Give 100% - whatever that is for YOU today

CLAW ATHLETES WILL BE READY TO LEAD, WITH THE SKILLS AND GROWTH TO PROVE IT.

LEARN › PRACTICE › APPLY › LEAD › CLAW CERTIFIED

JOIN CLAW TODAY!

clawleadership.com