

A white football helmet with a green and white logo on a grass field. The helmet is positioned in the center of the frame, slightly to the left. The background is a blurred green field with white yard lines. The text is overlaid on the helmet and the field.

Using Core Values to Develop Culture in the DB Room

LAMARCUS HICKS

EASTERN MICHIGAN UNIVERSITY

CORNERS COACH

 **@LAMARCUSHICKS**

WHAT ARE CORE VALUES?

- YOUR BELIEFS THAT HELP BUILD SUCCESS
- FOUNDATION OF EXPECTATIONS
- PRINCIPLES TO HELP MOLD
- SHOULD APPLY ON & OFF THE FIELD

HOW CORE VALUES WORK

- DEFINE EACH PRINCIPLE OR VALUE
- MAKE THEM EASY TO REMEMBER
- BE THE MODEL
- REITERATE



MY VALUES

BE S.H.A.R.P.

- **SELFLESS** – DOING FOR OTHERS
- **HABITS** – SOMETHING THAT IS DONE OVER & OVER
- **ATTITUDE** – HOW YOU RESPOND TO AN ACTION
- **RESPECT** – RECOGNIZE, ABIDE, & ADMIRE
- **PURPOSE** – THE MOTIVE THAT DRIVES