Culture is the expression of behaviours, attitudes, and goals about sport, competition, and relationships.

A positive culture is the bi-product of buy-in within the organisation of certain behaviours and how they are upheld.

Culture takes care of itself. The focus should be on behaviours.

There are three key stages: agreed behaviours; how to communicate the behaviours; practical implementation.
HUMBLE
Honest
Caring
Kind
Empathetic
Open minded
Principled
Communicative

RESILIENT
Consistent
Risk taker
Ambitious
Balanced

INDEPENDENT
Thoughtful
Inquisitive
Knowledgeable
Reflective
Disciplined
INDEPENDENCE

Ththoughtful
Inquisitive
Knowledgeable
Disciplined
Reflective
RESILIENT

Consistent
Risk taker
Balanced
Ambitious
HUMBLE
Honest
Caring
Kind
Empathetic
Open minded
Principled
Communicative