

Culture

“The way we do things
around here”

Mike Elder – HR Director
Avon Local Schools

Mike Elder

- Intervention Specialist (1993-2007)
 - (Alliance, Indian Valley, Southeast, Perry)
- High School Assistant Principal (2007-2015)
 - Avon High School
- Director of Human Resources (2015-Present)
 - Avon Local Schools
- Head Football Coach (2000-Present) (186-46)
 - **CULTURE is more important than scheme**
- Father (Brock, Bailee, Blake)

**Hostages,
Vacationers and
Learners!**

Why is Culture Important?

“Sustained success is only possible in a positive culture. A healthy (TEAM/Athletic Department) culture will affect more player and coach success than any other improvement effort being employed” (Facilities, Scheme, Equipment, Technology)

Big Three

- *Mike Laub (Superintendent)*
- *Kristina Buller (Principal)*
- *Erich Frombach (AD)*

They must believe in what you are doing for kids. Show them the value of your work!

“Show Up”

↻ You Retweeted



Robbie Conwell @ConwellR... · 10/30/19 ✓

My grandpa hasn't looked this happy in a while we appreciate you guys going out of your way to do this!! ❤️ ❤️ ❤️



Coach Elder @coach_... · 10/29/19

We had a great night at Rose Senior Living taking with and getting to know some of the residents! #ShowUp #ItsA...



“Show Up”

The Avon Football Family loved having Joel and his family as our guests Friday night. Mrs. Straka your courage and positive attitude is an inspiration to us all. 🎀 🏈

🙏 #ItsA... #ShowUp



“Show Up”

↻ You Retweeted



Donna Yonkers @donna1688 · 2d

Congrats to the Avon Eagles on their victory. This kid dressed for the game and was so excited Coach Ochs brought him in the locker room. [#dreamscometrue](#)
[#avoneagles](#) [#quatro](#)



Preston/Nick/Will



***Celebrate and
promote the
good stuff!***

Avon Proud

- Best staff in the United States (Elder's Research)
- One of 28 to get a District Overall Grade of an 'A" (611)
- Top 3% academically in the State of Ohio
- Only "A" in Lorain County
- **Emphasis on Extracurricular Activities**
- Survey Results (Growth Mindset)

AVON PROUD

LEADERS don't say the word
"GOTCHA" with a negative
connotation.

Redefine the meaning of
"Gotcha"

Unified Sports- (Frombach, Reinhard, Sapara, Brannigan)



Sparkle Cheer



🔄 You Retweeted



Michael Laub @MikeLaubAv... - 11/22/18 ✓

Thanksgiving meal after a state final 4 practice. Awesome stuff. Thank you Cyndi Rimko for organizing today and all of the football family events this year. GO EAGLES!!!



Hoops Hope: More than a game when compassion wins

<https://www.wkyc.com/article/news/local/lorain-county/hoops-hope-more-than-a-game-when-compassion-wins/95-523623089>

Toxic Culture?

Find a new problem!

Culture Thought

- *Changing athletes behavior starts by changing adults behaviors (coaches and parents)*
- *Ask coaches/parents...What is your WHY?*

Vison

Avon Football will create a
legacy of excellence by
developing respectful,
accountable and successful
young men.

Mission

Hit, Hustle, Know your Assignment and

***CARE ABOUT YOUR
TEAMMATES!***

Look at my dad



**He's throwing a tantrum
cuz I missed the ball!**

Culture Thought

- *View culture through the eyes of every athlete!*
- *(Program Player)*



Coach Elder @coach_elderm - 9/3/18

Flying J Players of the Week (Olmsted Falls) OPOTW- Perusek, DPOTW- Roesch, JVOPTW- Matlak, JVDPOTW- Barhoum, Challenge O Zeh- , Challenge D- Yonkers, STPOTW- N. Vakos, OLOTW- Schuler, Big Hit- Roesch & Zamborsky #ItsA...

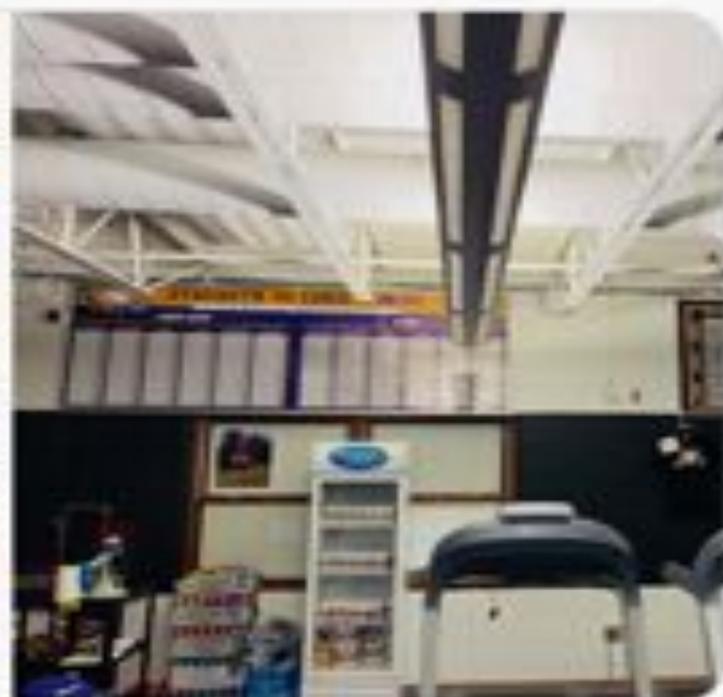


↻ avoneagles Retweeted



Avon Eagles Lifting @Eagles... · 3/30/19 ✓

Girls board is up and being updated!
Congrats to those who have made it thus far 💪 🦅 🏆 #ItsA #RaiseYourCeiling



You and 9 others



↻ 12

♥ 51



**Mr. Frombach promotes
programs celebrating
and supporting one
another!**

↻ avoneagles Retweeted



Michael Fitch @mfitch001 · 3d

Great article in today's Chronicle

Telegram! [@julesistherules](#) [@AvonLax](#)

Eagles seniors leaving legacy

Looking to go out on high note after



GIRLS

Avon Eagles

COACH: Todd Kortowich, 3rd year
ASSISTANTS: Wendy Crumbacher, Erin Gordon
2018 RECORD: 14-6
2018 TOURNAMENT RESULTS: Defeated Brecksville 9-8 in Division I regional qualifying game, lost to Cleveland Heights 16-3 in regional quarterfinals
RETURNING LETTERWINNERS: Maddie Davis, A, jr.; Anastasia Alvelo, A, sr.; Jules Frombach, M, sr.; Riley King, M, jr.; Annabelle Folland, D, sr.



↻ 6

♥ 41



avoneagles Retweeted



Sam Ulery @scagnetty · 3/7/19

Good Luck @AvonWrestlingOH

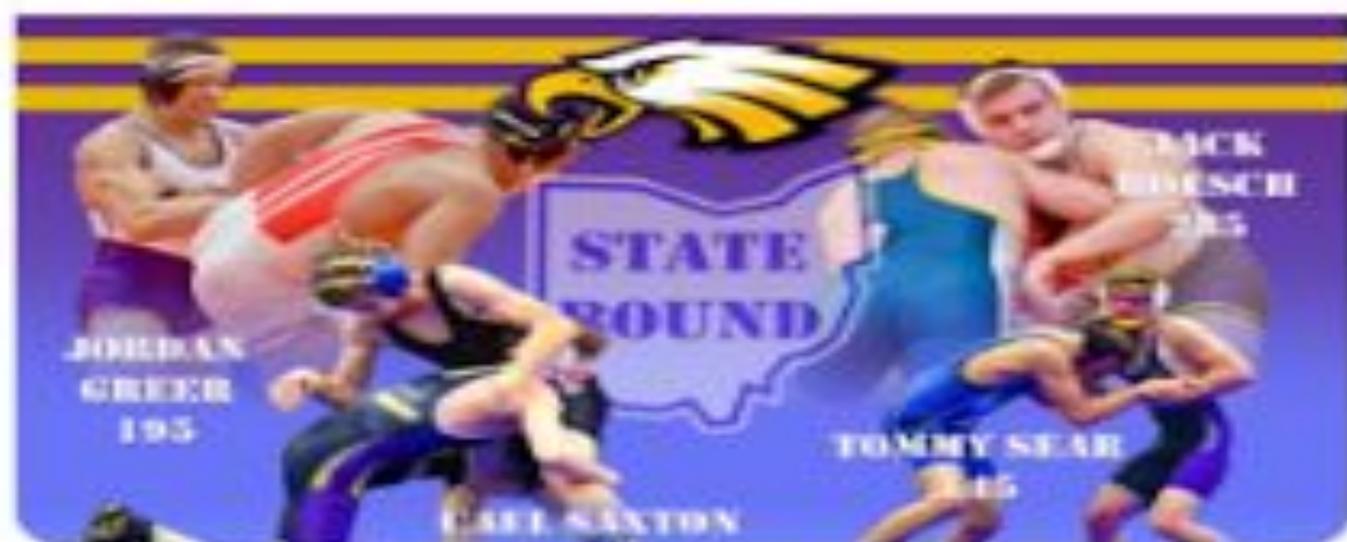
Cael, Tommy, Jordan, and Jack - You have made all of Avon Proud-

As always - #it'sagreatdaytobeaneagle

Mike Travagliante @ItsM... - 3/4/19

STATE BOUND! Who's ready?!?!

@AvonWrestlingOH @OHSAAASports



2

26



avoneagles Retweeted



Coach Elder @coach_elderm - 3/2/19

Great job tonight! Love how hard we are playing! #ItsA... @avonbasketball @CoachSapara

 **avoneagles** @avoneagles - 3/2/19

Eagles Win! Avon Boys Basketball defeats Elyria 75-47 to advance to the District Semi Finals on Wednesday va Lorain at Elyria Catholic High School at 7:00



Congratulations! We appreciate all you do to represent our school and community. Friday nights in Avon are special because of your talent and commitment. [#ItsA...](#)



Avon Band @AvonBand · 1d

#Rockstar earns an Excellent at State Marching Band Finals. We are SO proud of this bands perseverance and work ethic this season!

**Avon vs. Avon
= Butthurt**

**TOP DEFINITION**

ButtHurt

An inappropriately strong negative emotional response from a perceived **personal insult**. Characterized by strong feelings of shame. Frequently associated with a **cessation** of communication and overt hostility towards the "**aggressor**."

Culture Thought

- If you permit it, you promote it!

Coaches and AD's

×

MUCH BUTTHURT

I SENSE IN YOU

quickmeme.com

*Is there a cure
for Butthurt?*

Focus on the 3 R's

- **Relationships X 3!**
- Coaches/Advisors can't replace parents but so many kids are saved by those who assume the role when there is a vacancy.

Just because I disagree with you
doesn't mean I hate you,
it means I disagree with
you.



somee cards
user card

***Hire the right
people!***

Culture Thought

- The 3 most important characteristics of an amazing coach are compassion, passion and knowledge in that exact order.

Culture Thought

- *We don't win kids over with consequences; we win them over with relationships.
Sometimes, they need consequences...but we should always be mindful of what it is that will win them over.*

3 Buckets of People

- The Believers (32%)
- The Tweeners (51%)
- The Cave Dwellers (17%)

(**Completely And Virtually against Everything**)

Gallup “state of workplace” Report

Believers

Objective:

Success for All Athletes

The Believers

- Very intrinsically motivated
- Take the blame, Give the credit
- Mission driven (Do whatever it takes to get the job done)
- Willing to confront negative talk and attitudes towards children.
- Coach Kids not Sport (Compassion, Passion, Knowledge)
- Take into consideration the background and interests of athletes.
- Positive and Happy

“Believers” Focus on the 3 R’s



Mr. T was a Believer



Tweneers (Life Fit)

Objective:

**To Find Comfort Zone
Within the Organization**

The Tweeners

- Show up and do what is expected
- Will do whatever it takes as long as it is during the contracted obligation of their season.
- They follow directions but don't provide direction.
- Jack of all trades and a master of none.
- Considered Good Coaches
- Like their jobs
- One extreme experience (Moment of Truth) can swing them to be a believer or a cave dweller.

Cave Dwellers

Goal:

**Maintain Status Quo
(Leave Me Alone!)**

Cave Dweller

- Always complaining that others get more support (Constantly comparing)
- Are not open to suggestions or new ideas
- Believe they have all the answers and lack a growth mindset
- Organize to resist threat(s) to status quo
- Believe that a lack of success is due to outside forces and can't be overcome (students, parents, administration)
- Negative Attitude
- Overwhelming nature of the job or life has caused burnout.

MY BUTTHURT DETECTOR



IS GOING CRAZY!

Pause to Think!

In what bucket do you live?

**Can Cave Dwellers Be
Moved to another
bucket?**

Cave Dwellers

Change is unlikely but possible if....

- a clear reason to change is provided to them
- they build trust with the person who communicates that change is necessary
- PD is provided to develop skills that make change possible and less frightening
- they are willing to admit failure and become self-reflective
- they can change their negative attitude. (Find Personal Happiness)

The goal is to change behavior when possible, not people!

- The focus in transforming culture is on changing behavior, not getting rid of people.
- Unfortunately it is sometimes necessary to relinquish a cave dwellers talents to the competition.

Culture Thought

Today we can't control the weather or the number of critical emails that flood our inbox, but we can control the number of times we smile, the number of high-fives we give, and the ENERGY we bring to work. We actually control a lot!

DO WHAT YOU LOVE
AND YOU'LL NEVER HAVE
A PROBLEM WITH MONDAY