



Culture & Core Values

MISSION

To Empower young athletes through a culture defined by the tenacious pursuit of self-improvement and the genuine desire to motivate players and improve kids' lives.

TEACHING PHILOSOPHY

F.O.C.U.S.

F. - Fun. Basketball is a game and it is meant to be enjoyed. It can and will be challenging, but the sport should be viewed as a vehicle of enjoyment and teaching life lessons.

O. - Overcome. Life is challenging and so is basketball. Kids can and should be taught to deal with adversity through sport.

C. - Compete. Kids and adults will compete all their lives. Teaching this lesson though basketball at an early age is invaluable.

U. - Unity. Teaching kids to work well with others and learn to be a part of something bigger than themselves is another reason basketball and other team sports are great teaching tools.

S. - Sacrifice. Great players, like others that experience a lot of success, have sacrificed to get where they are. Great mentors and teachers help kids learn how to prioritize what is important to them and guide them along their paths to success.

MAXIMS

1. Our business is built on helping kids.

Our vision of changing the culture of youth basketball comes from a passion for basketball and a passion to do what is right for kids. Always strive to learn more about coaching and teaching for the sake of those we teach. Maintain the genuine desire to improve the lives of every kid that joins us.

2. Pro Skills Basketball is a brand.

Pro Skills Basketball is a way of teaching, leading and mentoring. No one individual is bigger than our culture, our mission or our vision.

3. Have a presence.

Energy and enthusiasm are contagious. Create an atmosphere of focus and excitement whatever court you're on. You are always representing Pro Skills Basketball, yourself and those connected to you.

4. Be genuine.

People can detect when someone is not authentic. Be honest, but sometimes being honest takes courage and sometimes it takes tact. Honesty will earn peoples trust.

"Men of genius are admired, men of wealth are envied, men of power are feared; but only men of character are trusted." - Alfred Adler

Be a human of character.

5. Remember where you came from.

We all started somewhere. On the court, in the classroom, or in business. Reflect on the steps of your journey that got you to where you are and remember what it is like to be at the beginning. As a business, we started as a single camp. Our leadership struck a cord with our customers and we must fight to maintain those same leadership qualities at all times.

6. Show appreciation.

We all need help along our journey; in business and in life. People have an innate desire for appreciation. Appreciate those that help you as well as those that follow you. Help kids learn that doing the right thing or giving a good effort is appreciated by strong leaders.

7. Respect everyone.

We know what it looks like to feel respect from others. Take the time to figure out what makes others feel respected. Don't buy the line that someone has to earn your respect. Give it freely. No one should lose respect of their humanity and human worth. They may lose your confidence, friendship or trust, but not your respect as a human.

8. Be a good listener.

Listening well to someone shows them that you value them, it builds buy in, respect, loyalty and confidence. A good listener will be a well-informed manager.

9. Hustle & Find a Way

It's what we demand from our players, so it should be what we demand from ourselves. Every camp, clinic, practice and workout should be mentally and physically prepared for. Be resilient in the face of adversity. Problems will arise and your success will be determined by your ability to handle them.

10. Look inward.

Too many people are quick to point the finger at others when things don't go their way or line up with their beliefs. Great leaders think critically about what others believe as well as what they believe. Not all customer complaints or criticisms will be correct, but no one is perfect and sometimes the best customer service is an honest apology.

Acknowledgment & Receipt of Culture & Core Values Handbook

I, _____, (PSB coach, PSB Director, PSB guardian/parent of minor participating player, PSB participating player 18 years in age) acknowledge that I have received a copy of the PSB Culture & Core Values Handbook. I understand that I have an obligation to familiarize myself with the contents and provisions of this handbook and any other policy manuals, work rules, practices and/or procedures to Pro Skills Basketball. I understand that nothing in this handbook constitutes a guaranteed employment or membership.

I further acknowledge that this handbook is the property of Pro Skills Basketball.

Signature: _____ Date: _____