



WESTONKA FOOTBALL CULTURE



MISSION STATEMENT

The Westonka Football mission statement is to develop quality men while playing the game of Football to **WIN**.

The **Westonka White Hawks Football** program will strive to develop young men in the following three areas:

- 1.) Develop Teamwork skills that will enhance their future.
- 2.) Develop skills of individual student-athletes to handle adversity in order to be ready to accept the challenges of life.
- 3.) Build young men that are successful sons, fathers, husbands, and members of society.

FIVE CORE TEAM RULES

- 1.) Never Quit - Find a Way!
- 2.) Always Protect The Team.
- 3.) NO Whining, NO Complaining, & NO Excuses!
- 4.) Never Get Embarrassed.
- 5.) Give Everything You Have for Each Other.



What's Important Now - W.I.N.

W.I.N. means to make change, to influence, to use a specific moment to be better than the last, to achieve greatness in all aspects of your life. W.I.N. at home. W.I.N. at school. W.I.N. in the weight room. W.I.N. on the field. W.I.N. at life. When we think of the most desirable choice, it is never the choice that will give us immediate gratification, rather it will have the greatest positive impact in our lives based on our foreseeable future. W.I.N. allows us to prioritize decisions, choices, and actions in our personal and professional lives. It's not the load that breaks you down, rather it's the way you carry it.

Improve Daily - Attitude, Effort, & Integrity

If you improve by 1% each and every day, within a year you'll have improved by 365%. There are only a few things in this world that a man can control; Attitude, Effort, and Integrity are among those things. Your Attitude will take you farther than your ability. Your Effort will set you apart from the norm. Integrity will make you a leader among men. When you have total control of yourself it will be easy to Improve Daily.

Not About Me - F.A.M.I.L.Y.

Forget About Me, I Love You. - F.A.M.I.L.Y. is a selfless way of acting, thinking, and believing. Football is the ultimate team sport and takes the utmost selflessness approach in order to be successful. It takes sacrifice to change a culture, and it takes sacrifice to be the best you can be whether it is a father, husband, football player, student, banker or whatever you may strive to be in this world. Love is sacrifice.

Grit & Toughness

Grit and Toughness are a mindset, not physical abilities. Your commitment to consistently do the next right thing is the measure of your Grit and Toughness.

Servant Leadership

*This is a habit with the purpose of helping others. Recognition for yourself cannot be the purpose of your leadership. You make a living by what you get; You make a life by what you give. **LEADERSHIP LEADS ALL THE TIME.***