

# Campbell Gold Standards

## 1. NO EXCUSES

- \* We have what it takes to win.

## 2. GREAT DEFENSE

- \* This is the key to winning.

## 3. COMMUNICATION

- \* We look each other in the eye.
- \* We tell each other the truth.
- \* We do not use negative words.

## 4. TRUST

- \* We believe in each other.

## 5. COLLECTIVE RESPONSIBILITY

- \* We are committed to each other possession.

## 6. CARE

- \* We have each other's back.
- \* We give aid to a teammate.

## 7. RESPECT

- \* We respect each other and our opponents.
- \* We're always on time.
- \* We're always prepared.

## 8. INTELLIGENCE

- \* We take good shots.
- \* We're aware of team fouls.
- \* We know the scouting report.

## 9. POISE/MENTAL TOUGHNESS

- \* We show no weakness.
- \* No Negative Body Language.

## 10. FLEXIBILITY

- \* We can handle any situation.
- \* We don't complain.

## 11. UNSELFISHNESS

- \* We're connected.
- \* We make the extra pass.
- \* Our value is not measured in playing time.

## 12. AGGRESSIVENESS

- \* We play hard every play.

## 13. ENTHUSIASM.

- \* This is Fun.

## 14. PERFORMANCE

- \* We're hungry.
- \* We have no bad practices.

## 15. PRIDE

- \* We are the best team in the Southeast.

**Engage in the Process, Enjoy the Process, and Winning will flow.**