

## Establishing an effort-based '1% Club' for early arrivals and late stayers, anchoring a player's core identity to the work ethic of the group they want to belong to.



### PHASE 1: Communicating With Your Team

Establish the concept of group identity and standards.



**The 'This Is Who We Are' Standard:** Repeatedly use collective identity statements that anchor behavior to team membership (e.g., "In this program, we sprint back on defense every time").



**Highlighting the Standard-Setters:** Publicly call out players whose subtle actions align with the cultural norm, directing the rest of the group to follow their lead.



**The 'Peer-Expectation' Speech:** Remind players that their teammates depend on their standard of work, making effort a duty to the group.



### PHASE 2: Drills & On-Court Actions

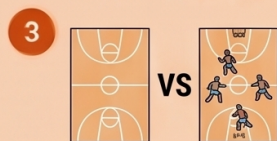
Integrate "belonging" cues into practical drill structures.



**The '1% Club' Early Work:** Create an opt-in group for players who arrive 15 minutes early to work on specialized skill development, building a visible sub-culture of effort.



**Unanimous Bench Energy Rules:** Require every bench player to stand and celebrate specific team actions (e.g., charge taken, offensive rebound), creating an overwhelming visual norm.



**Peer-Led Defensive Shell:** Have veteran players run the defensive communication cues during shell drills, forcing younger players to conform to established verbal standards.



### PHASE 3: Measure & Improve (Culture Building)

Audit and reinforce the "Social Proof" culture long-term.



- **Track Cultural Adherence:** Record how quickly new players adopt team habits (e.g., picking up a fallen teammate) after joining the program.



- **Establish Tradition Gear:** Award unique team gear exclusive to those who consistently meet the program's cultural standards over extended periods.



- **Annual Identity Reviews:** Hold team meetings at key points in the season where players audit whether their collective actions match their stated identity.



Communicate



Act



Measure



Improve