MENTAL PERFORMANCE CENTER

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TEAM CULTURE PLAYBOOK

A practical framework for building trust, accountability, communication, resilience, and championship habits.

Culture is what the team accepts, repeats, and protects.

What creates a strong team culture

Team culture is not a slogan on a wall. It is the standard demonstrated in daily behavior, especially when the team is tired, under pressure, losing, or facing conflict. Strong cultures make expectations visible, reinforce them consistently, and hold every member accountable to the same shared values.

Trust People communicate honestly and depend on one another.	**Standards** The team knows what behaviors are expected every day.	**Response** Adversity reveals discipline, leadership, and unity.

Championship culture is built through repeated behavior, not occasional motivation.

PART 1 - DEFINE THE TEAM IDENTITY

A team performs more consistently when members know who they are trying to become together.

Our team exists to...

The three values we want to be known for

What those values look like in daily behavior

PART 2 - SET NON-NEGOTIABLE STANDARDS

Standards should describe observable actions, not vague intentions.

Area	Our standard
Preparation	
Effort	
Communication	
Response to mistakes	
Respect	
Accountability	

PART 3 - COMMUNICATION THAT BUILDS TRUST

High-performing teams communicate early, clearly, directly, and respectfully.

- We address issues with the person involved instead of talking around them.
- We listen to understand before defending our position.
- We give specific feedback connected to behavior and solutions.
- We communicate mistakes without humiliation or blame.
- We ask for clarification instead of making assumptions.
- We speak with respect even when emotions are high.
- We recognize positive behavior as consistently as we correct problems.

The communication habit our team most needs to improve

The phrase we will use to address conflict respectfully

PART 4 - ACCOUNTABILITY WITHOUT BLAME

Accountability means owning the standard, naming the gap, and taking the next corrective action. Blame focuses on fault; accountability focuses on response.

Step	Team practice
Own it	State what happened without excuses or exaggeration.
Understand it	Identify the behavior, decision, or preparation gap.
Correct it	Choose a specific action and deadline.
Recommit	Return to the team standard with consistent behavior.

One team behavior we must address immediately

The corrective action we will take

PART 5 - RESPONDING TO ADVERSITY

Strong culture becomes most visible when the team is under pressure.

- We return to the next controllable action after mistakes.
- We do not allow frustration to damage communication.
- We maintain effort and body language when momentum changes.
- We support teammates who are struggling without lowering the standard.
- We stay connected to our role instead of chasing the outcome.
- We review setbacks honestly and turn them into preparation.

The adversity pattern that hurts our team most

Our team reset phrase

WEEKLY CULTURE CHECK-IN

Question	Team response
What standard did we demonstrate well?	
Where did we fall below our standard?	
Who modeled leadership this week?	
What issue needs a direct conversation?	
What is our next culture commitment?	

Our team commitment for the next seven days

BUILD A CULTURE THAT PERFORMS UNDER PRESSURE

Schedule a team consultation, workshop, or Mental Performance Gap Analyzer™ review with Albert Duarte.

ADMPC.co

Educational use only. This playbook supports team development and is not a substitute for medical or mental-health care.

TEAM CULTURE COMMITMENT

Use this page to turn the playbook into a visible team agreement.
Review it together, define the behaviors clearly, and revisit the commitment every week.

The three standards we agree to protect

How we will hold one another accountable

How we will respond when adversity hits

TEAM SIGN-OFF

Name / Role — Signature / Date

Name / Role — Signature / Date

Name / Role — Signature / Date