

7 C's to Build a Winning Team and Culture

Based on the Wall-Street Journal best seller, You Win in the Locker Room First, our full day interactive and engaging Leadership Off-site is designed to help your leadership team become more connected and enhance individual leadership effectiveness.

Teams and organizations that are not connected at the top, crumble at the bottom. In this spirit, our first and foremost priority is to help your leadership team become a more cohesive unit that is committed to each other and the vision and purpose of the organization. We will also provide each leader with a proven and practical framework to build a winning team and great culture.

Utilizing stories, interactive discussions, real world examples and customized team building sessions that fit your culture and needs, your leadership team will put the 7 C's into practice to create strong relationships, improve teamwork, execute at a higher level and avoid the pitfalls that sabotage far too many leaders and organizations.

This Leadership Off-site is not based on theory but proven principles that have been put to the test by leaders of top organizations in business and sports including: USAA, Mass Mutual, Hendrick Auto, the Miami Heat, Los Angeles Dodgers, Oklahoma City Thunder, Atlanta Falcons and more.

Facilitated by a Jon Gordon Companies (JGC) consultant, your leadership team will:

- Discover and implement a proven framework to create alignment and build a connected, committed and cohesive team.
- Gain a greater understanding of the principles and values that drive your culture and their importance in creating sustained success.
- Identify sources of negativity and challenges and create positive solutions to move the team and organization forward.
- Assess and immediately improve your team's level of communication, connection and commitment to each other and the people in the organization.
- Discuss the importance of vision, optimism and positivity and their role in leadership, innovation and creating the future.
- Develop a personal action plan to focus on the process, enhance the performance of your team and strengthen your culture.



“ Long before you take the court, you start your path of winning through your locker room. Jon and Mike have captured the essence of winning by utilizing the 7 C's to build your team. This is a must read if you are serious about building a championship team.”

- Doc Rivers / HEAD COACH, LA CLIPPERS

“ My leadership team was profoundly impacted by the 7 C's and have shared them with all their employees. I know these principles will resonate for a long time!”

- John Desmond / HENDRICK AUTO

“ I'm always looking to give me and my team an edge. This book nails the fundamentals and advanced coaching concepts of leadership for any team. Great cultures begin with trust, and trust begins by establishing relationships that are forged upon a great foundation of character, compassion, competence, and courage. You Win in the Locker Room First should be required reading for parents, coaches, and leaders at all levels.”

- Carl Liebert / CHIEF OPERATING OFFICER, USAA