



CITY OF BIRMINGHAM ROCKETS BASKETBALL CULTURE DOCUMENT

A culture is defined as the set of shared attitudes, values, goals and practices that characterises an organisation. Here in our club, we want everyone on our team to know what our culture is as it makes us who and what we are. It is our foundation and runs throughout the club.

We want our players, coaches and volunteers to focus on being the best that we can be individually and collectively. Are we going to school, listening and being respectful, being honest, being leaders, looking someone in the eye when they are talking, working for the team on defence, blocking out, rebounding, protecting the ball to create space when pivoting, sprinting off the ball to create opportunities for our team mates, taking high percentage shots, etc.? Are we doing all of the little things necessary to make ourselves and COB Rockets Basketball better each and every day?

We strive regardless of what everyone else is doing to focus on our fundamentals. Do what we do best and we will be successful.

VISION

We visualise a culture where players, parents and coaches, team managers, and those who volunteer and support us, are proud of City of Birmingham Rockets Basketball. We all have positive personal and social values that support achievement and success on and off the basketball court. We aim to create lasting beliefs and values for our players.

PROGRAMME PHILOSOPHY STATEMENT

We are passionate about developing young people in the game of life and basketball through a comprehensive and consistent system of play that our teams can execute efficiently. This will allow us to experience the regular results of competing and winning on and off of the court. We work to the mantra at all times that we are 'more than a club'.

CORE VALUES

Promotion and enhancement of learning and personal development is the primary purpose of sport. The skills sport has to offer is transferable to many areas of employment. Learning and personal development includes the development of intellectual, emotional, social, physical and ethical capacities.

Our coaching staff will acknowledge and emphasise our core values in every club practice, event and game. The core values are instrumental for lifelong success and helping our players become role model citizens.

Our message is much larger than the game of basketball. We want to prepare our players for the real world. Anything that can be done to improve the character of our players and team increases our chances for success.

The following core values will be taught and addressed in all that we do:

FAMILY – the COB family aims to provide a safe and caring environment where every player, parent and coach feels at home, comfortable and part of the Rockets family

INTEGRITY – we aim to deliver everything we do in an honest and correct way. We believe in honesty and loyalty to our players and parents.

COMMUNICATION – sharing thoughts and instructions is vital in life and of course crucial to being successful on the basketball court.

TEAMWORK – we are only as strong as our weakest links. No one individual is bigger or more important than any other. Together we will achieve our goals.

COMMITMENT – consistency, attending every practice wherever possible, event or game on time is a minimum expectation.

LEADERSHIP – we encourage all of our players to become leaders both on court and within their local communities. We will support this by providing learning and leadership opportunities.

RESILIENCE – developing the resilience to overcome adversity.

WORK ETHIC AND PASSION – We aim to show that those who work hard will reap the rewards. Doing what we do with enthusiasm and passion often makes the difference between being successful or not.

SELFLESSNESS – putting others before yourself whilst working towards a collective goal which can mean sacrificing something of personal benefit.

RESPECT – Play hard but fair. Do not overstep the line and respect all others. Do your best and you will achieve.

Any path that leads to success has a strong and sturdy foundation. These 10 core values will be the cement that holds our organisation together. With these values in place and highlighted, the tactical performance and personal development goals will be obtainable and the bi-product of winning will occur.