

# *WINNING STARTS NOW*



**Brian Beltramo - Culture Coach**

# *Culture*



*What we do around here.*



*What we tolerate around here.*

“I would like to think I’m a player’s coach. And I think being a player’s coach can look a lot of different ways.

Authenticity is critical.

**A genuine love of the player is what makes a player’s coach.”**

*- Aaron Boone  
Yankees Manager*



“The days of  
dictatorships

are over.

If kids don't think you  
are putting their  
interest first, they tune  
you out.”

HIGH SCHOOL BASEBALL | STATE CHAMPIONSHIP

# CDO makes it back-to-back state titles

4A CONFERENCE  
COACH OF THE YEAR

JASON HISEY

CANYON DEL ORO HS



*“Your players don’t try to earn your respect so they can be a part of your program. You earn your players respect so they can freely compete in your culture.”*





CFB



TTU (5-5) with 3 seconds left Won 16 of last 17 meetings vs Kansas



CFB



TTU (5-5) with 3 seconds left Won 16 of last 17 meetings vs Kansas



*Meet your players  
where they're at.*



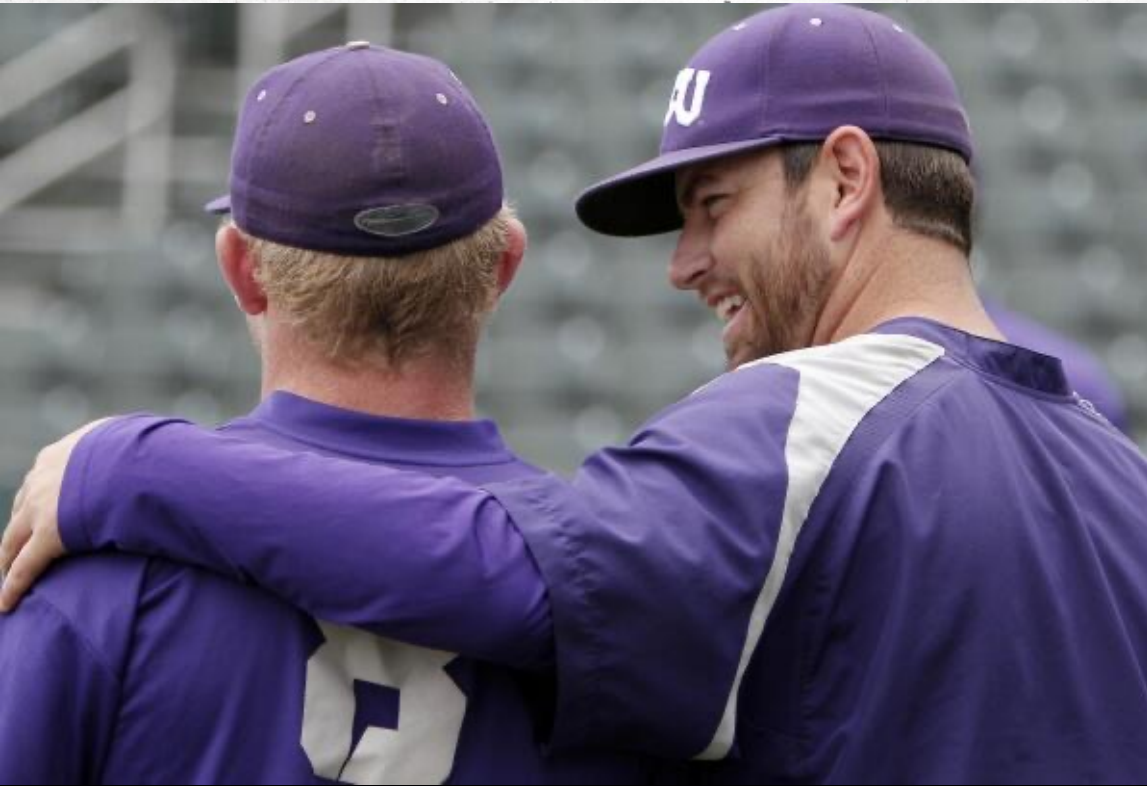
## *Shame Based*

- Based on fear
- Tear down
- “What are you doing?”
- React
- These guys
- Sarcasm (sideways anger)

## *Affirmation Based*

- Based on love
- Build up
- “What did you see there?”
- Respond
- My guys
- Instruction

*Talk to every player...*



*...every day.*

# Tangible Takeaways

- *Eat meals together*
- *Parent meeting*
- *Shout praise, whisper criticism*
- *Postgame posture*



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