

Culture = What You Say & Do



Signature statements:

Team with one heartbeat	"Bear" Pride
Home of scholars and champions	Performance over results
Play the game the right way	Hard, smart, together (Freshman, Sophomores)
Do the little things	HST (Juniors, Seniors)
Keep the game simple	Do it, Do it Right, Do it Right Now
Risk takers	Good decision makers
Winners on and off the field	Class Acts
Respect everyone, Fear no one	

Trigger words:

<i>Technical/Tactical:</i>	<i>Mental/Attitude:</i>
Knees	Breathe
Square (shoulders)	One (Team with one heartbeat)
Feet	Game Face
Seams (of the ball)	Amp up
Switch	ELM
Spread	

Enacted:

No individual names on the back of jerseys (team with one heartbeat)
Post only team stats (team with one heartbeat)
Hustle Award
6th Man Award
Nicknames
"Yellow" Jersey – awarded for most effort
Team captain arm bands