



## How to Facilitate Values-Driven Behavior

An Activity for Teams  
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What is the definition of team success? Team success occurs when a team is aligned on their goals and they reach them. For a coach, the trick is developing alignment on team goals. This alignment will be easier if the team identifies shared values, develops expectations based on those values, and acts upon them.

Try this activity to facilitate values-driven behavior on a team, which will both drive team success and reduce conflict. It will help everyone agree on how to act, talk, and treat each other, whether at practice, competitions, or just hanging out together. The best part? The team helps make the rules!

### Activity Steps

- 1 Identify **Individual Values**
- 2 Share how you will **Demonstrate** the identified values
- 2 Create a **Team Values** list based on the **Individual Values** list
- 3 Develop **Guidelines for Behavior** based on **Team Values** for different **Contexts**



# TrueSport®

TrueTalk is inspired by the values and principles of TrueSport – an initiative powered the U.S. Anti-Doping Agency to change the culture of youth sport. Want to learn more and stay connected? Visit [TrueSport.org](https://www.truesport.org).

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## 1. Identify **Individual** Values

No team is homogeneous, and that's a good thing. It is our differences that make us stronger. The secret sauce is understanding each person's personal beliefs (values) that help guide them on how they think and act, AND respecting those differences. These personal beliefs come from many things like culture, family, rules, and both good and bad life experiences.

The first step is to have each team member, including coaches, identify their personal values Using the **Step 1 Worksheet**, have each person reflect on and name three values that are most important to them in one of your team planning meetings. See the list of **Common Values** in sport for some values to draw from.



## 2. Share how you will **Demonstrate** the identified values

After each athlete has identified their top three individual values, use the **Step 2 Worksheet** to have them identify how they will demonstrate those values. For example, if an athlete's value is **Hard Work**, the **demonstrated behavior** might be that they will arrive early to practice so that they are ready to train when practice starts. Have team members share with the team their personal values and how they will demonstrate those values.

## 3. Identify **Team** Values

Once everyone has shared how they will demonstrate their personal values, the next step is to create a set of Team Values that represent everyone. People often share some of the same values with their teammates. As athletes are sharing, write down the values that are repeated a few times and then see if the less-cited values can be represented by some of the values that were repeated. For example, you might group respect and reliability with trust. Ideally, you want to get the list down to a set of four or five Team Values. Using the **Step 3 Worksheet**, write down your Team Values.

## 4. Develop **Guidelines** for **Behavior** and **Context**

Your Team Values will guide what your team says and does throughout the season. For this to happen, it is time to identify the Team's Contexts (the times when the team will be together during the season, such as school, practice, competitions, and travel, as well as when they might connect online or in writing). Once that list is created, have an in-depth discussion to create Guidelines for Behaviors based on the agreed upon Team Values and the different contexts in which they might be displayed. Use the question: "What does that look like?" when exploring examples.

**Hot Tip:** When creating guidelines with your team, try to avoid vague principles, such as "Be respectful." These types of phrases mean something different to everyone. Each guideline should be clear and simple. If someone suggests something vague, like "Be respectful," you can ask, "Can you tell me what that looks like?" They might answer, "Don't roll your eyes," "Listen before responding," or "Don't interrupt." These clarified meanings help the whole team understand the value and know exactly what to do (or not do) to follow it.

Here's a sample:

- Team Value: **COURAGE**
- Guideline: We will speak directly to a teammate if something they have done hurts our feelings.
- School Context: If a teammate does not want to do group work with us, we will have a conversation with them face to face and try to understand why.



# Common VALUES

- Transparency
- Relationships
- Compassion
- Adventure
- Motivation
- Positivity
- Optimism
- Passion
- Respect
- Fitness
- Education
- Perseverance
- Trust
- Service
- Fun
- Adaptability
- Dependability
- Reliability
- Loyalty
- Commitment
- Open-mindedness
- Consistency
- Honesty
- Efficiency
- Innovation
- Humility
- Fairness
- Justice
- Equity
- Hard Work
- Punctuality
- Family
- Creativity
- Good Humor
- Collaboration
- Integrity
- Professionalism
- Responsibility
- Courage



# Step 1: What are My Values

Choose three values that are most important to you and write them below.



## Step 2: Demonstrate Values

How will your team see you demonstrate your  
identified values?

Example: If you value **Hard Work**, the **demonstrated behavior** might be that you will arrive early to practice so that you are ready to train when practice starts.



## Step 3: Team Values

Through the sharing process in Step 2, look for values that are similar and group them together. Then, choose three to five values for your team. For example, you might group respect and reliability with trust.

Write your team's values below.





## Step 4: Guidelines for Behavior

1. List your team values in the box on the right.
2. List the contexts you identified as a team.
3. List the behaviors for each context that will reflect your team values.

Context	Behavior	Team Values



## Our Team's Value-Based Group Guidelines

How will we act together at  
<insert context>?

How will we act together at  
<insert context>?

How will we act together at  
<insert context>?

Our Team Values

How will we act  
together at <insert  
context>?

How will we act  
together at <insert  
context>?