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BUILT FOR LIFE

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BUILT FOR LIFE

WE'RE BUILT FOR LIFE

BUILT FOR LIFE is...

- A **GUIDING PRINCIPLE** that needs to be adopted by all stakeholders to be effective.
- Focused on being brilliant at the **PROCESS** and letting go of the results.
- All about **RESPECT, DIGNITY, PRAISE** and **POSITIVE** reinforcement.
- Operating when everyone is working towards **CONTINUOUS IMPROVEMENT**.
- Designed to have a **LONG TERM EFFECT** on the quality of a player's life after they've left the game.



BUILT FOR LIFE

WE BELIEVE IN THE 3 C'S

CHARACTER

The genuine ability to be happy for the success of others (even when you have not achieved your own desired level of success)

COMMITMENT

Daily action(s) of giving yourself to a team, community or individual while understanding the desired outcome may not be reached.

COURAGE

Willingness to sacrifice your individual goals or well being for the betterment of a team, community or individual.



A SKILL MINDSET

A SKILL MINDSET IS...

- Having an appreciation for **FUNDAMENTAL** skills.
- About an elite level of **EXECUTION** not excitement.
- Going to force a player **OUT OF THEIR COMFORT ZONE**.
- Focused on **REPEATING** a specific skill until you can't get it wrong.
- A process that involves **LEARNING FROM MISTAKES**.



NSWC DNA

OUR PLAYERS ARE DEFINED BY...

A RELENTLESS PURSUIT OF EXCELLENCE

- Accountable for their own development.
- Understands that success is a result of their choices and actions.
- Is always striving to become 1% better.

BEING MENTALLY TOUGH

- Accepts adversity and views it as a challenge.
- Is confident, yet humble.
- Loves competing & embraces the process.

THEIR SKILL

- Their foundation is built on the fundamental skills.
- Sees the ice and is a playmaker in all three zones.
- Has a high Hockey IQ and can play with, and without the puck.

PUTTING THE TEAM FIRST

- Shows respect for coaches and teammates.
- Recognizes the contributions of others.
- Always on guard for the program.



HOW WE PRACTICE

AT 100 MPH

Is a result of our preparation, time management and relentless focus from the beginning to the end.

FOCUSED ON THE DETAILS

Knowing the purpose of each drill. If we're not doing it right, then we're doing it wrong. If you're unsure ask.

QUALITY OF REPS OVER QUANTITY

We pride ourselves on the quality of our execution. Rushing through drills with low standards leads to bad habits.

WITH ENERGY & ENTHUSIASM

Every individual is responsible for the attitude they bring to the rink each day. It's a choice. Choose to embrace the grind.

WE COMPETE, WE COMPETE, WE COMPETE

Being comfortable competing with your teammates in practice is the single biggest accelerator of a player's and team's development.



BUILT FOR LIFE

HOW WE PLAY

SPEED

Decisions + Pace

DETAILS

Offence + Defense / With + Without the Puck

COMPETE

Relentless + 2nd Efforts

CREATIVE

No Fear + Confident

FINISH

Every Shift + Every Period + Every Game



BUILT FOR LIFE