

Collective Commitment

So many things happen during the course of a season that can take a team out of its focus and rhythm, take it away from its execution, and ultimately ruin its season. Collective commitment is the glue that keeps all winning teams on task.

If the entire team is willing to commit to playing the right way, commit to sacrificing their goals for team goals, commit to keeping everything on “we not me,” then the chances for success are far greater. Collective commitment allows a team to be on the same page. When you’re on the same page you don’t worry about individual needs or aspirations; you simply worry about team goals and winning. Once your team and season are driven by team goals, there’s no telling how far you can go!

The key lies with the players. To a man they must answer whether or not they truly want to win. If they do, then they must understand that winning is easier if all the players can trust that the right things will get done the right way. If all players understand that winning big can only be done with everyone doing their part and only their part. Or as Doc Rivers likes to say, “doing your job completely.”

Collective commitment frees you all of the issues that come from individuals playing for themselves. Collective commitment frees you of jealousy, as jealousy is grounded in individualism. Collective commitment frees you to be concerned only with how the team needs to function. As has been proven time and again in sports – **teams** win championships, while **individuals** win only individual awards.

Collective commitment is the foundation of a true team!