

Training program
workshop with the UofL
Athletic department

WINNING THROUGH VIRTUES

Training and
development
programs
for athletic
departments

UNIVERSITY OF
LOUISVILLE
COLLEGE OF BUSINESS

Learn more:

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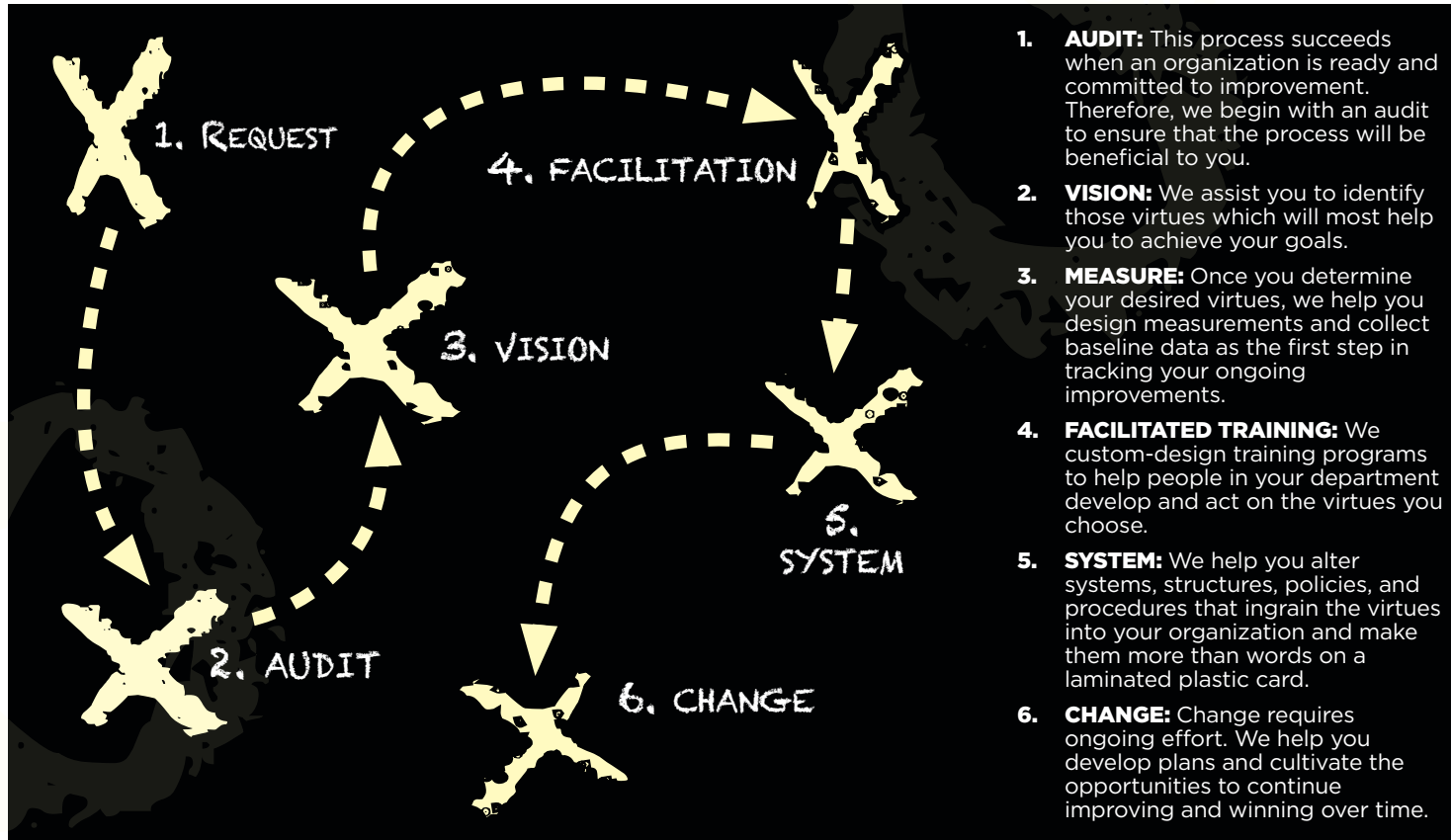
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WINNING THROUGH VIRTUES

The Development Process

Winning Through Virtue facilitates this process through department-driven discovery, definition, and design.



DEFINE YOUR VIRTUES

Identifying your athletic department's values is not prescriptive. Instead, we facilitate a process by which you determine for yourself those traits which most define who you are and who you want to be – your best selves.

TRUST THE PROCESS

Once department leadership has defined those core values which best represent your program, Winning Through Virtues helps you create actionable skills — infusing your department's virtues throughout the organization.

The Winning Through Virtues program grew out of joint efforts between the University of Louisville's Department of Athletics and the College of Business to embark on a full culture shift following NCAA rules violations and subsequent sanctions. We learned from this experience that although we unquestionably wanted to be compliant with NCAA rules, when it comes to ethics, we also want more. Although perfection may not be possible for any organization, we aspired to push beyond the goal of being sufficiently ethical to become a leader in ethical excellence. We needed

to do more than simply continue to enforce compliance and hold a few training programs. We needed to fundamentally re-think how we build and manage our department. We needed to question ourselves, hire some people and let others go, re-learn many of our processes, and re-design many of our systems—all to ensure the virtues that matter most to us are ingrained deeply into our DNA. This program encompasses what we have learned and what we are still learning. We are now offering it to other athletic departments across the country, and hope you will join us on this journey.

THE RESULT:

- Identify the virtues which best reflect your program
- Move virtues from theory to practice
- Create an organic culture which reflects these virtues

FROM PRACTICE TO ROUTINE

As we assist you in developing your system, we also provide customized leadership training to your employees. This system is not just classroom training; it is on-the-field practice for developing needed leadership skills and methods in real time.

SUSTAINING EXCELLENCE

Winning one season is not the goal. Winning with Virtue delivers a focus on building a learning culture. Being able to reassess and make "game-time" adjustments to your department is vital to transforming and sustaining a virtues-driven culture.