

BOSTON CELTICS STANDARDS OF EXCELLENCE

- 1. PROFESSIONALISM:** We will commit to always conducting ourselves in a first-class manner on and off the court every day of the year; this is a 24 hour, 7 day a week commitment. We understand there is a difference between being in the pros and being a professional!
- 2. NO PERSONAL AGENDAS:** We will commit to one agenda and one agenda only; that agenda will be doing whatever we are called upon to do in order to help this team win a championship. Our personal gains or situations will never come into play!
- 3. PROFESSIONAL AND RESPECTFUL COMMUNICATION:** We will commit to listening to the “what” and not the “how”, but will always be aware of how we are sending the message. Let it be teammate to teammate and deliver it with respect!
- 4. THINK OF THE NOW ONLY:** We will commit to making sure everything we do is for the betterment of THIS TEAM THIS YEAR; our personal situations will take a backseat to the team commitment!
- 5. ONE WAY:** We will commit to the teaching and the system that we have, trusting the coaching and holding yourself accountable to do things the Celtic Way!
- 6. EFFICIENT TEAM:** We will commit to executing our system with simplicity to ensure that we are productive and efficient in everything that we do!
- 7. TEAM OF EXECUTION:** We will commit to learning our system; understanding our system, and paying attention to the details of our system, understanding that when two equal teams meet- the team that executes better usually wins!
- 8. NEVER HAVE A BAD PRACTICE:** We will commit to giving our best effort every day we hit the practice floor, at times understanding that we will have to pick up our teammates when needed! We can never get bored with the process!
- 9. RESPONSIBILITY:** We commit to holding ourselves personally responsible and accountable for our actions, our efforts and in fulfilling the roles that we have been assigned. Everyone will take responsibility for their role in our success.
- 10. TRUST:** We will commit to this on a 24 hour basis, trusting each other in everything we do on and off the court, from talking on defense to trusting that guys are getting their rest and taking care of their bodies to trusting that everyone is representing each other in a 1st class manner at all times.
- 11. NO EXCUSES:** We either get it done or we don't. Either way, we move on and make sure the next possession, the next quarter, the next game is up to the CELTIC standard.
- 12. GET IT RIGHT:** We must understand it's more right to get it right than to be right!