



Culture...What Is It Exactly?

If you're anything like me, you've probably heard the word *culture* countless times. I always knew it was important, but for years it was just another buzzword to me. It wasn't until I began coaching that I truly stopped to think about what culture actually is and how profoundly it shapes every athlete, every team, and every organization.

The challenge is that nearly every hockey program claims to have a great culture and says they're "all about the kids." The truth is, those words don't mean much on their own. Culture isn't defined by what you say, it's defined by what you consistently do.

The more I reflected on it, the more I realized that culture isn't something you can hang on a wall or write in a mission statement.

Culture is how people feel.

At Hull Hockey, culture is how players and families feel every time they walk through our doors. It's the feeling a player has when they step onto the ice. It's the confidence they carry with them when they leave. It's knowing they're valued, respected, and encouraged...not just for the goals they score or the team they make, but for who they are as a person. A healthy culture creates a genuine sense of belonging. It builds community, strengthens relationships, and gives every player and family the feeling that they're part of something bigger than themselves.

Because of that, every single decision we make, every coach we hire, and every conversation we have is filtered through one simple question:

"How will this make our players and families feel?"

If the answer doesn't align with the culture we're trying to build, we don't do it. It's that simple. When a culture is truly authentic, people don't have to be told it's special. They can simply feel it.