

Texas Express Elite Girls Basketball - 5 Core Values

In football, you will see a lot of players at the end of the third quarter put up four fingers and thumb in palm.

The University of Alabama football team was ahead by a field goal with just over two minutes to go, facing third-and-goal at the 1-yard line at the Rose Bowl, when Texas called timeout.

As Crimson Tide players looked to the sideline, Alabama strength and conditioning coach Scott Cochran bounded onto the field, hopping up and down with both hands extended over his head, four fingers pointing toward the sky and his thumb crossing his palm. Cochran was sending a signal that harkened back to nearly a year before when preseason conditioning drills began with grueling daily workouts. The traditional “fourth quarter is ours” commonly signified by the four-finger salute late in games, by most football teams



The following **FIVE CORE VALUES** are the building blocks of our program....

“Discipline, Commitment, Effort and Toughness — that’s the four fingers,” “The thumb is PRIDE.

“So when **WE** put the four fingers up, that’s what it’s all about. It means fourth quarter, but there’s a lot more to it.”

A lot indeed. I think it marks a culmination of work designed to prepare our players for competitive moments. So, behind Texas Express Elite victories are the concepts of **commitment, discipline, effort, toughness and pride.**

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We think that most people who have a passion for something important to them is what gets them to commit to something and your mind kind of does whatever you tell it to do. So once you have the passion and commitment, at least you're going to be moving in the right direction when it comes to work ethic, discipline, trying to make good choices about what you do and what you don't do. The effort, the toughness and the discipline to execute are probably the key ingredients to any sport. ... We think those are part of your character and who you are, and we think the same ingredients would be necessary to be successful in anything.

Constant theme

Texas Express players will be conditioned to embrace the five values not just as words, but as guidelines. The values will be constantly underscored during the team's workouts and in meetings.

These core values, when applied to offseason conditioning, allow our players to be at their best in the fourth quarter of games, when the game is on the line. "How Good Do You Want to Be?"

When we take the lead into the fourth quarter, we feel we are virtually unbeatable because of our program. Players and coaches raise four fingers at the start of the fourth quarter and it means something to all of us. Beyond the hard wood, these five intangible values are what we expect our young women to exhibit in the classroom and in life.

Commitment

Commitment is being committed to the program. That commitment goes beyond basketball. In order to be a successful student-athlete, you've got to be committed to time management. It's not just on-the-court stuff, it's everywhere. You've got to be committed to get good grades. You've got to be committed on the court to learn your assignments and execute them. Just be committed to the program and yourself and you'll be successful.

Discipline

The value of discipline is about making the right choices and following them with action. Discipline is to do what you're supposed to do the way it's supposed to be done.

Everything you do, everything you have, everything you become is ultimately the result of the choices you have made. You have the power to direct your life. How will you use it? What's your choice?

If there is one value to be stressed above all others when addressing players, it may well be discipline. We always talk about discipline. You have to have discipline in everything you do in life. Discipline is one of the most important aspects you can have, doing the right thing and having the discipline to do it all the time. That's what is going to make you successful. You have to have discipline to do things on your own. There's not

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always going to be someone to make you do it. You have to have discipline to do it yourself. That's a big part of it, right there.

Effort

You can't coach effort!!!. That's something everybody has to bring, every player. Even those who don't get to play as much have to demonstrate effort. Everybody's got a role going down from the starting point guard even to the score keepers. If you have to do scout-team work, you have to have effort to do your work and give the (starters) a good look so they can do their job during the game. It doesn't matter who you are. **Of the five values, effort is the one players are most expected to cultivate on their own.**

Nobody is born with it...You've just got to give it. Effort is what separates players in the weight room, in conditioning drills and on the practice court. **Effort turns good players into better ones. If you don't give effort talent alone won't get it on this level.** You have to give effort to do anything in this world.

Toughness

Texas Express Elite's toughness will be forged by the rigorous offseason conditioning program. There's physical toughness, obviously, but there's mental toughness. Just pushing yourself through that last rep and that last sprint during conditioning or battling that heat, or being able to balance all your school stuff with practice and being able to block outside distractions during the year, or not going out and partying and all that kind of stuff, that's toughness. When you're out there running and it gets hard and you're questioning yourself on whether you can do this or not, you've got to have the toughness to push through. We're going to make it difficult so it's going to be tough. We're going to develop toughness. **Just pushing through whatever adversity you have, that's what toughness means.**

Pride

Texas Express's basketball history, with the Club now claiming 7 National AAU Championships, 8 National AAU Runner-ups, 19 National AAU Final Fours, 26 National AAU Elite Eights and 36 National AAU Sweet Sixteens is steeped in pride. **Pride is something you have as soon as you come to this program.** You should have Southwest Texas basketball pride. When you're down in the fourth quarter against an opponent and they're threatening to ruin your season, you've got to point to pride. You have to put it all on the line to come up with a win, and that gives you a tremendous sense of pride and sense of accomplishment.

The glue

Texas Express's National Championship run was a product of good coaching and athletic play by players, but the constant reinforcement of the **Values of Commitment, Discipline, Effort, Toughness and Pride** served as a foundation. It glues you in on what you want and tells you to never give up because there is a bigger goal and bigger prize at the end. When we talk about players buying into the program, we are talking in large part about embracing those values.