

SOUL Implementation Workbook



A companion to the
SOUL Leadership Course

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MODULES 6-8

How to use this workbook

This workbook is designed to help you implement the SOUL framework with your team in a practical, repeatable way. Modules 6, 7, and 8 move from understanding SOUL to living it out through intentional conversations, alignment, and action.

Use this workbook to:

- Prepare SOUL conversations with your team
- Align coaches and leaders around shared language
- Identify and address culture drift
- Plan short-term and long-term implementation steps
- Reflect on the challenges of real change

Happy team building!



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Purpose of this meeting

Use this meeting to introduce SOUL clearly and simply. The goal is understanding and buy-in, not perfection. Keep the tone relational and invitational.

30 Minute Meeting Agenda

0:00–0:05 — Start with WHY

- Why culture matters
- How SOUL shapes who we become
- One short story or example

0:05–0:10 — Introduce SOUL

- Selfless
- Own Your Role
- Unified
- Larger Purpose

Keep definitions simple and practical.

0:10–0:20 — Team Reflection

- Where could we show more selflessness?
- What does owning your role look like on this team?
- Which SOUL pillar needs the most growth right now?

0:20–0:30 — Commit to One Action Step

Team action step for this week:

Module 6.1 — First SOUL Meeting Planner

Notes

- What do I want my staff/athletes to feel after the meeting?
- Which story or example will I use?
- What resistance or buy-in do I anticipate?

Module 6.2 — SOUL Midseason Tune-up

Purpose

Use this tool when energy dips, tension builds, or focus drifts. A tune-up is about renewal, not criticism.

Reflection Prompts

1. Where have we grown since introducing SOUL?
2. Where are we slipping?
3. Which SOUL pillar needs attention right now?
4. What behavior needs to be renewed?

SOUL Tune-Up Checklist

- Reinforce one SOUL pillar
- Repair one small frustration
- Reconnect people to purpose
- Reset emotional tone
- Celebrate visible (and invisible) progress

Module 6.2 — SOUL Midseason
Tune-up

Notes

Program Alignment Checklist

Sustainable culture requires alignment. This page clarifies responsibilities and reinforces shared ownership.

Coach Responsibilities

- Introduce SOUL consistently
- Model selflessness
- Clarify and reinforce roles
- Celebrate unity moments
- Protect the team's larger purpose
- Communicate openly with leadership

Athletic Director / Leader Responsibilities

- Encourage and support coaches
- Provide clarity and structure
- Reinforce consistent messaging
- Model the tone you want repeated
- Address misalignment early

Shared Language

The words we use shape the culture we build.

Selfless

Language that reinforces serving the team

Own Your Role

Language that clarifies responsibility

Unified

Language that strengthens togetherness

Larger Purpose

Language that points beyond the moment

Notes

Purpose

When something feels off, diagnose before reacting. This tool helps identify the real issue and respond with intention.

Diagnose the Issue (circle one)

- Selfless
- Owning Your Role
- Unity
- Larger Purpose

Reset Conversation Plan

- What behavior has drifted?
- Where do people feel tension or frustration?
- What's a small change we can make now?

Module 7.2 — Culture Reset

7-Day Reset Plan

Day 1

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Day 2

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Day 3

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Day 4

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Day 5

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Day 6

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Day 7

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Notes

Module 8.1 — 7-Day Launch Plan

7-Day Launch Plan

Day 1 — Coach Reflection

Self-awareness before action. Which SOUL element do you need to grow in?

Day 2 — First SOUL Meeting

Use the 30-minute agenda from Module 6.
Clarity + connection = momentum.

Day 3 — Role Clarity Conversation

Each athlete names their responsibilities.
Clear roles reduce conflict.

Day 4 — Selflessness Challenge

Serve a teammate without being asked.
Small acts change team chemistry.

Day 5 — Unity Moment

Partner story exchange or gratitude circle.
Connection builds trust.

Day 6 — Purpose Reminder

Revisit or rewrite the team's purpose statement.
Why does this team matter?

Day 7 — Team Commitment

Verbal or written SOUL agreement.
“This is who we want to be.”

Module 8.1 — 7-Day Launch Plan

Notes

Module 8.2 — Final Pieces

The 30-Day SOUL Challenge

Purpose

Culture change doesn't happen through big speeches or one-time moments.

It happens through simple, consistent, repeatable behaviors over time.

The 30-Day SOUL Challenge is designed to help teams practice SOUL, not just talk about it.

Part 1: Weekly Rhythm

Rather than trying to do everything at once, focus on one emphasis per week.

Week 1 — Selflessness

Focus: Serving the team before self

- Identify one selfless moment each day (seen or unseen)
- Acknowledge effort, not attention
- Ask: *Who put the team first today?*

Week 2 — Ownership

Focus: Owning roles and responsibilities

- Highlight one example of someone owning their role
- Reinforce doing your job well, even when it's unnoticed
- Ask: *Who took responsibility without being reminded?*

Module 8.2 — Final Pieces

The 30-Day SOUL Challenge, Continued

Part 1: Weekly Rhythm, Continued

Week 3 — Unity

Focus: Strengthening togetherness

- Build in a brief unity check-in
- Look for moments of encouragement, connection, and support
- Ask: *Where did we move closer together today?*

Week 4 — Larger Purpose

Focus: Connecting effort to meaning

- Share a short purpose story (team, school, family, community)
- Remind the team why what they do matters
- Ask: *How did today connect to something bigger than us?*

Reminder

This is not about perfection.

It's about repetition.

Simple. Consistent. Repeatable.

Module 8.2 – Final Pieces

The 30-Day SOUL Challenge, Continued

Part 2: Mid-Challenge Check-in

Around the three-week mark, pause and check in as a group.

Ask the team:

- What's changed since we started focusing on SOUL?
- Where are we still struggling?
- Which SOUL habits are beginning to grow?

Remember

Mid-course correction is healthy.
Growth requires adjustment.

Module 8.2 — Final Pieces

The 30-Day SOUL Challenge, Continued

Part 3: Keep SOUL Visible

What stays visible stays valuable.

Choose two or three ways to keep SOUL in front of the team consistently.

Visibility Options:

- SOUL posters or signage
- Locker room reminders
- Practice scripts or cues
- Huddle or meeting language
- Team leaders reinforcing SOUL daily

Final Thought

SOUL becomes culture when it moves from **words** → **habits** → **identity**.

The goal of this challenge is not to “complete” SOUL — it’s **to live it**.

The Challenges of Change

Change is difficult. Real culture change takes time, repetition, and grace — both for others and for yourself.

Reflection Prompts

- What change has been hardest for me?
- Where have I made progress?
- Where do I need to extend grace?
- What is one habit I will continue working on?

Notes

About the Author

Nathan Whitaker is a #1 New York Times bestselling author, motivational speaker, and Super Bowl champion. He has taught leadership and team-building principles to audiences around the globe.

Commitment

I commit to leading with SOUL.

Signature

Date