

INTEGRITY

STRENGTH

BELONGING

COMMUNITY



PLAYER PROFILE

BUILT FOR MORE THAN THE GAME

CONTENTS

- WE ARE SQUAMISH EAGLES
- OUR CORE VALUES
- EVERYDAY EXCELLENCE: THE EAGLE STANDARD
- DEVELOPMENT-DRIVEN CULTURE
- THE SMHA IDENTITY
- HOW WE TRAIN - EAGLES HABITS
- HOW WE COMPETE



**BUILT FOR MORE
THAN THE GAME**

WE ARE SQUAMISH EAGLES

BUILT FOR MORE THAN THE GAME means...

- A **GUIDING PRINCIPLE** that unites players, coaches, parents, and volunteers.
- A focus on **GROWTH THROUGH PROCESS** — effort over outcome, learning over winning.
- Rooted in **RESPECT, INTEGRITY, ENCOURAGEMENT**, and **BELONGING**.
- Driven by a shared commitment to **CONTINUOUS IMPROVEMENT** on and off the ice.
- Designed to make a **LASTING IMPACT** on the lives of players well beyond their hockey years.



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OUR CORE VALUES – THE 3 C's

SMHA is committed to both competitive excellence and broad community access — ensuring every player, from House to Rep, receives quality development opportunities in a safe, respectful, and inclusive environment.

CHARACTER

The ability to support and uplift teammates, coaches, and peers — even when your personal goals haven't yet been achieved.

COMMITMENT

Consistent actions that show dedication to your team, your development, and your community — with purpose, regardless of the outcome.

COURAGE

Choosing to put team and community first — stepping outside of your comfort zone and doing what's right, even when it's difficult.



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EVERYDAY EXCELLENCE: THE EAGLE STANDARD

Excellence isn't a rare spark — it's a daily choice.

Everyday Excellence means:

ATTITUDE

Bring energy, positivity, and a team-first mindset to every practice, game, and team event.

EFFORT

Hustle on every shift, finish every play, and pursue improvement on and off the ice.

CHARACTER

Do what's right. Support teammates. Lead by example — in competition, training, and the community.



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A DEVELOPMENT-DRIVEN CULTURE

A Skill Mindset at SMHA means...

- Valuing and mastering the FUNDAMENTALS before anything else
- Prioritizing precise EXECUTION over flashy play
- Pushing players OUT OF THEIR COMFORT ZONE to grow
- REPEATING skills with focus until consistency becomes instinct
- Embracing mistakes as part of the LEARNING PROCESS



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THE SMHA IDENTITY

OUR PLAYERS ARE DEFINED BY...

A RELENTLESS WORK ETHIC

- Take ownership of their own development
- Understand that growth comes from effort and discipline
- Strive every day to be 1% **better** on and off the ice

MENTAL RESILIENCE

- Embrace challenges and grow from failure
- Compete with **confidence and humility**
- Stay focused on the **process over outcome**

STRONG FUNDAMENTALS & GAME IQ

- Build their game on core skill development
- Make smart plays in **all three zones**
- Think the game with a high level of hockey intelligence

TEAM-FIRST MINDSET

- Respect teammates, coaches, and the game itself
- Celebrate and elevate the contributions of others
- Represent SMHA with **integrity and pride**



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HOW WE TRAIN – EAGLES HABITS

Starts in practice!

- Be Positive
- Move the puck with purpose, protect it with confidence
- Talk with purpose, lift each other up
- Be accountable, and hold your teammates accountable
- Compete relentlessly.
- Represent and embody our values throughout the community



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HOW WE COMPETE

SPEED

Quick decisions. High tempo. We play fast — with purpose.

DISCIPLINE IN THE DETAILS

On offense and defense, with or without the puck — every movement matters.

RELENTLESS COMPETE

We give second efforts. We battle for every puck. We don't quit.

CONFIDENTLY CREATIVE

We trust our skills. We take smart risks. We play with imagination — without fear.

FINISH STRONG

Every shift. Every period. Every game. We leave it all on the ice.



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