



## Syngenta Juveniles FC

### Club Culture Plan

**Our Club is not just a place where a bunch of teams and some parents and coaches have just decided to come along to give coaching a go.**

**We are a Club who has a vision, we have set values, and defined ways of doing things, all for the benefit and development of our players.**



**All our players and coaches understand that winning isn't the most important thing.**

**The development of players is the most important**

**thing.**



**Our Club aims to produce skilful, creative and innovative players and in order for this to happen we need coaches who are innovative and forward thinking.**

**Our Club rely on volunteer coaches and therefore it is important to get the right people on board.**

**When recruiting coaches, the Club's values and culture is made clear from the beginning. Having coaches who understand this will give them guidance in terms of their development, and will therefore ensure that every player at our Club will be on the same development plan.**

**Continuity is very important in youth development.**



**We require all our coaches to be as educated and improve their coaching education at every opportunity.**

**This can be in many forms, such as coach education courses, reading relevant books and articles or watching other professional and experienced coaches.**

**We support our coaches in their development and education.**

**Even the best coaches in the world are committed to their own personal development.**



**We will endeavour to establish a relationship with the players' parents and guardians and to have them on board with the Club's vision.**

**This also ensures that the parents have a clear understanding of the Club's culture, values and ethos.**

**We realise that children can be heavily influenced by their parents' decisions and therefore if we have parents' understanding of what we are trying to achieve, we believe this will accelerate the child's learning and allow the child to develop without any hindrance.**





## **Role of the Culture Keeper**

**Syngenta Juveniles FC has a dedicated member of the Club in the role as Culture Keeper**

**They will work with parents and guardians on:-**

- **Maintaining fun and positive environment for the children to play football.**
- **Help generate and maintain positive behaviour among parents and other spectators on the sidelines.**
- **Uphold the team's cultural goals**
- **Recognise behaviour from parties and gently remind them that we must respect all parties, including the officials.**

***We hope that with the help of the Club's Culture Keeper, coaches can focus on the important aspects of the game and players will be less distracted by any negative activity.***