



Club Philosophy

Forest United (1973) Youth FC

LENNOX DOWMAN (VICE-CHAIRMAN)

SCOTT WADE (SECRETARY)

ARJAV TRIVEDI (SENIOR COACH)

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PHILOSOPHY

Purpose

MISSION STATEMENT

“Accessible. Professional. Successful.”

We are accessible

Forest United is a gateway **providing football for all**. Historically, we have charged the lowest subscription fees in the region to provide children, **from all financial backgrounds**, easier access to play organised football. Furthermore, we are situated in one of the most ethnically diverse areas in the UK. As such, we use the global game to **bring communities together** in an approachable, friendly and respectful manner.

We are professional

We seek **professionalism** throughout. We have started the careers of **internationally capped players** who have represented England, or other nations. One of these players has gone on to manage the England Men's National Team. We have produced players who have played, and **won trophies, in the Premier League**. Numerous players have earned money playing football at the semi-professional level. Our players have also earned football scholarships, at home or abroad, allowing them to play football whilst gaining a fully paid **education**.

We are successful

We wish for the players in our teams to be **successful both in and out of football**. Our version of success could have been to solely service the academy pipeline as developers of individual talent. However, we also exist to provide players their earliest tastes of **team success**. It is a significantly harder achievement to harmonise a squad of players than develop an individual. But the reward is greater than the **numerous trophies** we have won: the path to team success develops **character, humility** and above all, **sacrifice** of individual ego for the team.



VISION STATEMENT

**“To be the leaders in developing grassroots players
and teams across all ages in Middlesex County”**

We have serviced the community for nearly **half a century** and for the next half century, we aim to continue our standing as stalwarts of grassroots football in Middlesex county. We aim to be the **leaders** in both **team and individual player development** for **every age group** (from 4 years old through to Seniors), and to maintain our principles of accessibility, professionalism and success. We will achieve this in living by our **values** and acting in accordance with our **culture**.

Values

**Family
Excellence
Growth
Proactivity
Humility**

FAMILY

We are a football family.

*Our values apply to every person associated with the club:
player, coach, administrator, alum and their respective families.*

Forest United brings different communities and backgrounds together and we consider the club as **one family**. To build an effective football family we must manage the relationships and communicate effectively between **coaches, players, administrators & alumni** and every person's respective **family** (Figure 1).



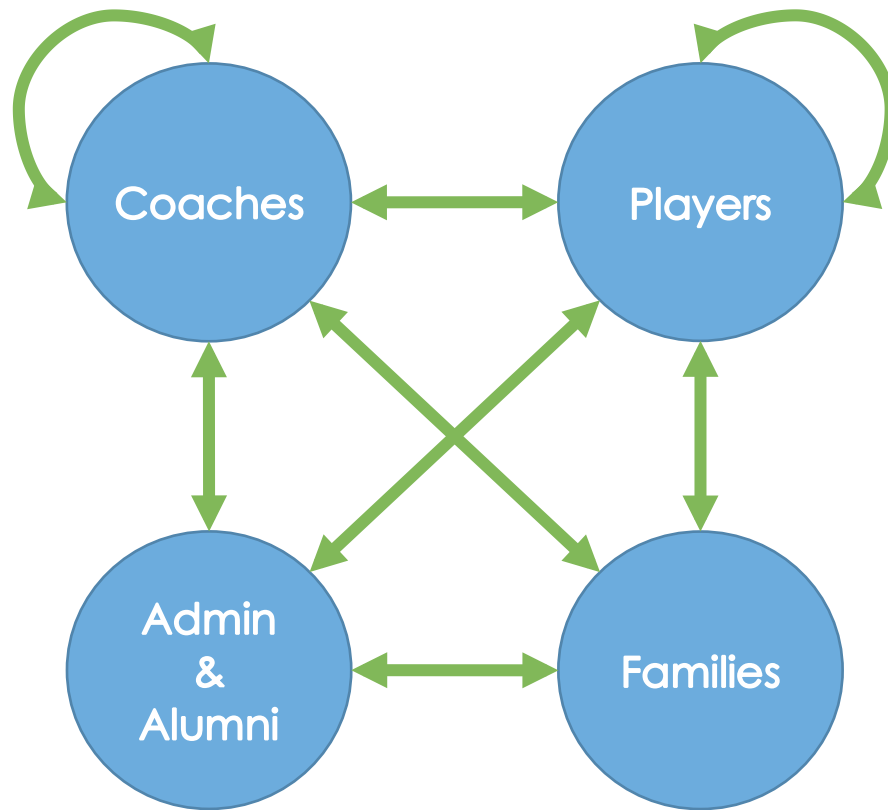


Figure 1 Creating a football family requires us to manage relationships between Coaches (also to other coaches), Players (also to other players), Club Administrators & Alumni and Families.

*Effective communication is **key**,
to a successful football **family**.*

EXCELLENCE

Strive for excellence in everything you do. **Our club is our product, and our product must be first class.** Excellence is validated against the **TEST**:

- **Team**: Our club is formed from our teams, and our teams must be excellent
- **Effort**: Play, coach and support with great intensity on every game, never quit
- **Sportsmanship**: Referees, opposing teams, and families should regularly have great things to say about us
- **Truth & Integrity**: Maintain honesty and honour: in thought; in words; and in our actions on and off the field, both in and away from football



GROWTH

Educate yourselves and others. Develop a **growth** mindset and constantly seek improvement. Progress, do not pause to **actualise** your potential. Remember:

- **Teachers first:** Coaches second
- **Students first:** Players second

PROACTIVITY

Take the **initiative** in your development: be **proactive**, not reactive. Proactivity is: attendance with the right attitude and independence matched with inquisitiveness.

- **Attendance:** Every training session and match is an opportunity to improve
- **Attitude:** Don't just show up, turn up-ready to improve
- **Independence:** Improve yourself and the club outside of organised times
- **Inquisitiveness:** Ask questions to develop your knowledge

HUMILITY

The club comes **first** and no individual is bigger than the club. Surrender your ego for the good of the team and the club. Humility is shown by:

- **Attire:** respect the badge, the colours and the kit
- **Work ethic:** arrive early and only leave after the equipment is packed
- **Courtesy:** be respectful, not rude, to: our teammates; our coaches; our administrators; our alumni; the opposition; and the referees
- **Involvement:** engage every way possible with the club and the community

Culture

EVERYONE

We are responsible to the club, no matter where

Your responsibility to the club (as a player, coach, parent, administrator or member) extends **even when you are away from the pitch:**

*Do not get involved with or do anything that would ever
embarrass or compromise the integrity of the players, coaches,
and families of our team.*



Everything you do reflects on our team, club, school, family, and community. Any violation of this policy can result in suspension or expulsion from the team.

We start with a positive attitude

The **Attitude Chain** is as follows (Figure 2): positive attitude *leads to* hard work; hard work *leads to* success; success *leads to* confidence; confidence *leads to* greater success; and greater success *leads to* harder work. Anytime the cycle is broken, we must **restart with positive attitude**.

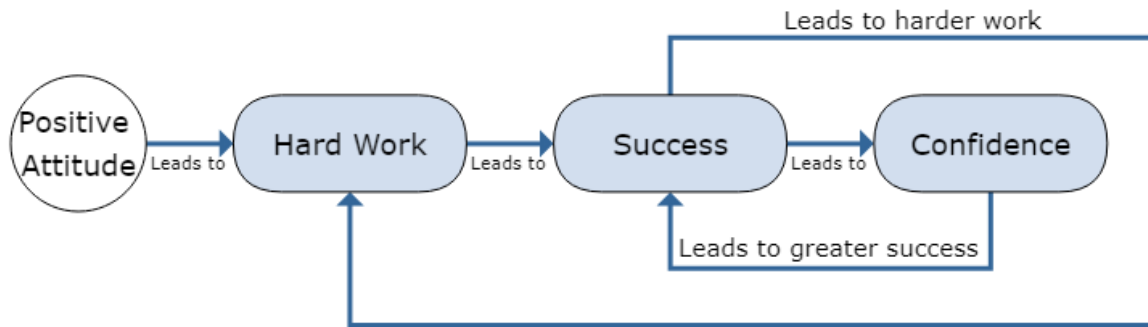


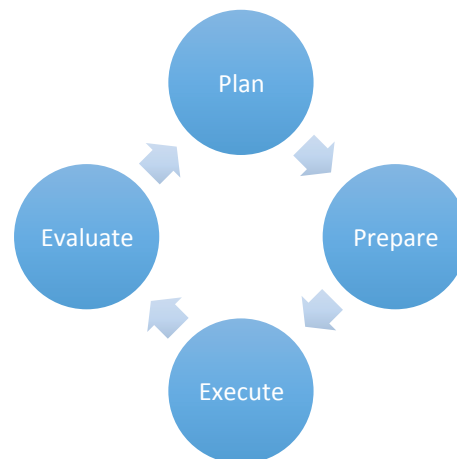
Figure 2 The Attitude Chain sets how we think about and actualise our success.

We plan, prepare, execute & evaluate in order to succeed

For hard work to lead to success (Figure 2), first we need a **plan**, e.g. "I need to take these steps to play well on Sunday". Then, we need to **prepare**: by effectively training the *body* and the *mind*. Then, we need to **execute** our plan. Finally, we need to **evaluate** our attempts and use the outcomes to shape our plans for future successes.

At the end of each season, every player and coach involved should look in the mirror and honestly say: "I did everything I could to help our football team club be the very best it can be, and I'm a better person for it."

Figure 3 The PPEE cycle (Plan, Prepare, Execute, Evaluate) defines how we act to improve ourselves



We focus on doing our job

We spend our energy on what we can control, give our time to that which we can influence, but never waste time and energy on what we cannot control (Figure 4).

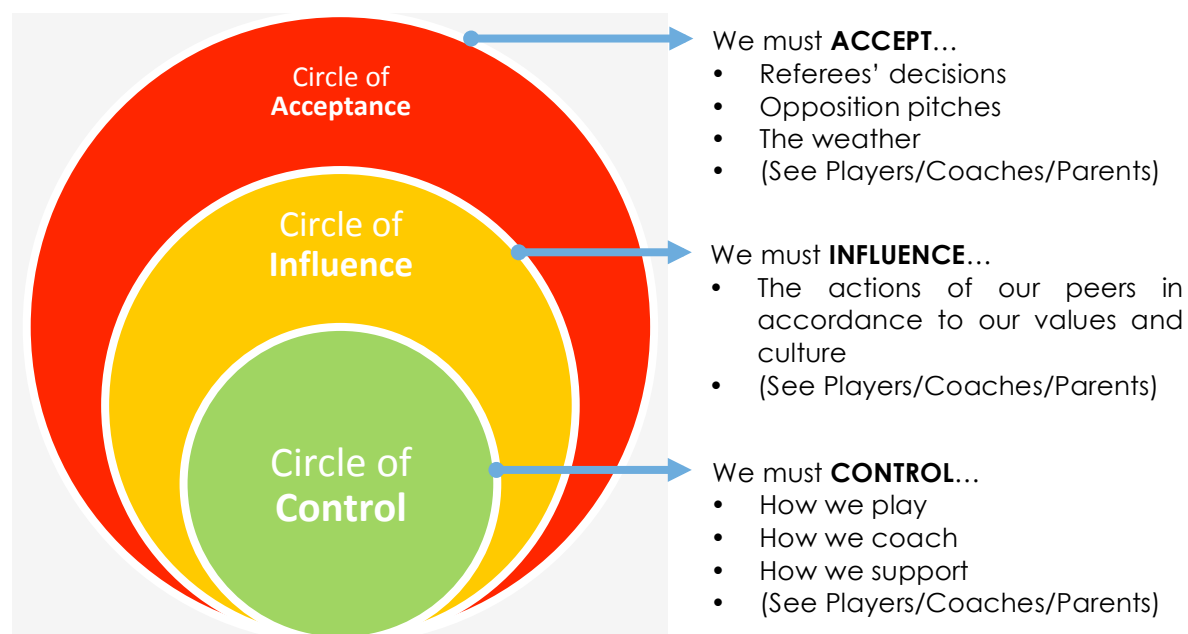


Figure 4 The three circles of focus: things we can control (green); things we can influence (orange); and the things we cannot control or influence and therefore must accept (red).

PLAYERS

<u>Control...</u>	<u>Influence...</u>	<u>Accept...</u>
<ul style="list-style-type: none"> • Your attitude and communication • Your timeliness and preparation • How you play • Your reactions to: opponents, the referee and adversity 	<ul style="list-style-type: none"> • The environment: make it fun for your teammates • How your teammates play • How the opposition plays 	<ul style="list-style-type: none"> • The decision of the referee • The weather, pitch and infrastructure • That the opposition may want to influence you, but you must be mentally strong!



Respect our training and matchday policy

Be early and prepared.

On occasion, players will have a one-off absence *with a reason* (excused absences). These could be, e.g.: illness, family emergencies, school activities and so on. Reasons for absence **should be provided in good time before training and matches** otherwise they are considered *unexcused* absences. In the interests of team fairness, we set the following **three-strike policy** for **consecutive excused absences**:

- **Second consecutive** excused absence = missed **start**
- **Third consecutive** excused absence = missed **half-game**
- **Fourth consecutive** excused absence = missed **game**

Players should not be absent *without a reason* (unexcused absence), because communication is key to respecting our value of **Family**. Lack of communication also represents a lack of courtesy and disrespects our value of **Humility**. Thus, for absences without a reason we impose the following **three-strike policy**:

- **First** unexcused absence = missed **half-game**
- **Second consecutive** unexcused absence = missed **game**
- **Third consecutive** unexcused absence = **removal from team**

All decisions are at the discretion of the head coach and will be based on your previous demonstration of living to our club values.

Respect our no fighting policy

Any player that is violent, or encourages violence, towards others (whether a teammate, opponent or another) will be subject to an immediate suspension from the club. They may also be excluded altogether from the club.



COACHES

<u>Control...</u>	<u>Influence...</u>	<u>Accept...</u>
<ul style="list-style-type: none"> • The environment: it must be safe and positive • Your timeliness and preparation • How you coach and communicate • Your reactions to: your players' mistakes, the opposition and the referee 	<ul style="list-style-type: none"> • The attitudes of your players in line with our club values • The attitudes of parents in line with our club values • The development and success of your players 	<ul style="list-style-type: none"> • The decision of the referee • That players do not mean to make mistakes

No matter your age or experience, the kids are our focus

- **Coach and mentor for life:** treat each player with dignity, respect and develop bonds of sincere trust with each of them. They are always ours.
- **Engage, don't dictate:** get to know your players as individuals and coach them to become their best selves. Help them to take ownership and find solutions to their own problems—one day they will have to.
- **Use praise and criticism wisely:** criticism can weigh more than praise, so encourage at least as much, if not more, than you dissuade. No person wants to fail.
- **Listen and offer support:** be caring. How a player acts or plays may be unrelated to you, the environment or the team; but could be the pressures of life that they are unable to express easily.
- **Their development is your responsibility:** if it happened, you either coached it or allowed it.



Expect the very best from your players

We must show them that the impossible is possible.

- **If you don't believe, neither will they:** no matter what individuals you have, you must believe that they are capable of becoming more than what they are. Remember what it felt like when someone else believed in you, even when you did not believe in yourself.
- **Paint a vision:** help to structure and visualise a better future for them
- **Set goals:** communicate your expectations (to the team and to individuals), and help them to take ownership of their future.
- **Set pace:** be a role model for the kids the way you want them to act. Their eyes are on you, always. However much they put in, you must do more.

Be excited & enthusiastic

Enthusiasm breeds enthusiasm. If you have a positive attitude, then the players will follow, and that is the start of the Attitude Chain (Figure 2). You set the environment: becoming and staying excited is a personal choice. There are no excuses. How we react is just as important as how we act when the players are around. Be on and be up; regardless of how you feel.

We teach and coach players during the most influential time of their lives. Be consistently united with our purpose, values and culture, and teach these same standards to the players for the duration they are at our club.



PARENTS

<u>Control...</u>	<u>Influence...</u>	<u>Accept...</u>
<ul style="list-style-type: none">• Your child's preparation for training and matches (timeliness, preparation, nutrition and hydration)• Positively your reactions to: your child's mistakes, the opposition and the referee	<ul style="list-style-type: none">• The attitudes of your children and other parents in line with our club values• The environment your child engages in: it should be positive anchored in development	<ul style="list-style-type: none">• The decision of the referee• We are a club that focuses on success through development, not just winning• In training and for matches, the coaches and players are in control

Before you ask them the score, ask them how they played

We develop kids to win as adults.

For a child, the score is only one metric out of a selection that determines how well a child has done.

It is never our only metric.

