***CLUB VALUES***

Codes of Conduct are used by many associations and Clubs. They normally consist of a set of rules or “Do’s” and “Don’ts”.

Another option, which has been used effectively with a number of clubs/associations, is to develop a set of Club Values with the members. These values can then be referred to in a more flexible and meaningful way and can encourage more engagement. The values should be developed in an open members meeting. Some preparation will assist in having some example values in mind.

The name of the club or association is printed down the left hand side of a Flip chart paper in the main club colour. The members are asked for words or short phrases beginning with each letter that reflect the kind of values they would like to see the club identify with.

SUPPORT SPECIAL SMART STUDY

PARTICIPATION PRINCIPLES POSITIVE PERSERVERANCE

OPPORTUNITY ORGANISED OPEN-MINDED ONWARDS

RESPONSIBILITY RESPECT RESILIENT RELIABLE

TRUST TEAMWORK TRANSFORM TIME

STANDARDS SMILE SUSTAIN SPARK

COMMITMENT CREATIVE CHALLENGE CONNECTED

LOYALTY LEARN LEAD LAUGH

UNIQUE UPSKILL UNDERSTAND UPGRADE

BETTER BELIEVE BENEFIT BOLD

When words are put forward have a short discussion on what they can mean.

When you have enough options a vote can be held for the most popular.

When a final version is agreed it can be typed up on an A3 sheet of paper with the club logo and some pictures/VISION.

The members should be asked to sign their initials on the sheet and then it can be laminated and stuck up in the clubhouse/changing rooms with a copy in the coach’s bag for away games.

With a little thought any situation can be referred to at least one CLUB VALUE and as they were developed and agreed with the members this can be a very powerful tool.

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COMMUNITY

AMBITIOUS

MOTIVATION

ACCESSIBLE

NERVE

ACOUNTABILITY

COMMITTMENT

HONEST

DEVELOPMENT

