

# CODE OF CONDUCT



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## Safety & Safeguarding

- We prioritise Safety & Safeguarding above everything else
- We believe Safety & Safeguarding are everyone's responsibility

## Organisation

- We arrive on time
- We follow a structured training programme
- Our sessions are structured and run to time
- We read and reply to internal messages

## Parents

- We are warm and friendly to parents
- We listen to feedback and show empathy

## Coaching

- We're firm in our belief that we are an 'experience' business
- We're as excited to see the kids as they are to see us
- We use kids' first names
- We give clear, simple instructions
- We follow a Tell > Show > Demonstrate > Do approach to explaining sessions
- Our coaching sessions have intensity and are time-pressured
- We are positive, vocal, energetic and expressive
- We believe kids should be active and have a ball as much as possible in our sessions
- We believe in small-sided games where kids get as many touches of the ball as possible
- We review every session with kids
- We believe in continued development for kids

## Self-development

- We're committed to continuous professional development