

# PHILOSOPHY, PRIORITIES, IMPORTANCE



# Philosophy

To create a fun, confidence-building environment where kids can make friends and develop their football skills.

## Our Priorities (in order)

- Safety & Safeguarding
- Fun
- Health
- Technical development

## Why is this important to you?

**"People don't buy what you do, they buy why you do it"**  
**Simon Sinek**

(Check Simon out on Youtube, he is a very bright man)

90% of people check out a business before they buy from them.

This means that most people who book their children into our sessions have the same philosophy we have.

This is the differentiator between ourselves and other academy-style football companies. They sell a **solution** (i.e, "we'll get your child into academies"), we believe in a **philosophy**.

If you don't buy into or follow our philosophy then you are failing your customers.

**Less customers = less opportunities for you**