



HOW TO – Become Part of our Culture

Our Culture

At the Football Fun Factory we are aiming to become 'The World's Leading Children's Football Coaching Organisation'. To achieve this aim, we will need to embed and develop a first-class culture within our team. We already have an incredible culture within our team of Head Coaches and relentlessly developing and improving this, will play a big part in making the FFF a fantastic organisation to be part of. Achieving our aim to become the 'World's Leading' will be reliant on our ability to embed and develop this culture.

Business Operation Checklists

As you settle into your role you will use our Business Operation Checklists to ensure that all necessary tasks are completed to maximise your effectiveness as a Head Coach. Under the 'Culture' section of the checklists, the following two tasks are listed:

- Reach out to at least one member of the Head Coach network
- Offer a colleague some feedback

By completing these every day you will ensure that you are in regular dialogue with the team of Head Coaches, build and develop relationships with the wider team and give value to your colleagues by offering feedback.

Full guidance on these two tasks is included in the 'HOW TO – Operate Your FFF Franchise' guide.

Healthy Conflict

At the FFF we believe in 'healthy conflict'. This is when members of the team are able to disagree with one another, but maintain a high level of respect, in pursuit of the best possible outcome. We see the fact that people have different opinions as a huge positive, as it means that we can air all views, have a brilliant discussion and land at the best possible answer or solution.

I am FFF Because...

This document showcases what it means to be part of the Football Fun Factory. Most of the statements can be used externally in email communications, social media posts and when talking to people face to face. There are a small number of statements that are more suitable for use internally.

- I am passionate about making a huge impact in my community!
- I inspire children to fall in love with the game!
- I strive to be a role model that children look up to!
- I am driven to increase football participation!
- I'll do everything I can to make football fun!
- I place more emphasis on developing life skills, than football skills!
- I prioritise safety, fun and development, in that order!
- I champion and encourage others!
- I am a team player and love to see others succeed!
- I create magic moments for parents and children!
- I'll do all that I can to be empathetic and kind!
- I work hard at being a superstar communicator!
- I will turn every challenge into an opportunity!
- I think and act long term!
- I am playing my part in developing the world's leading children's football coaching organisation!