

2025 EXCELSIOR FC

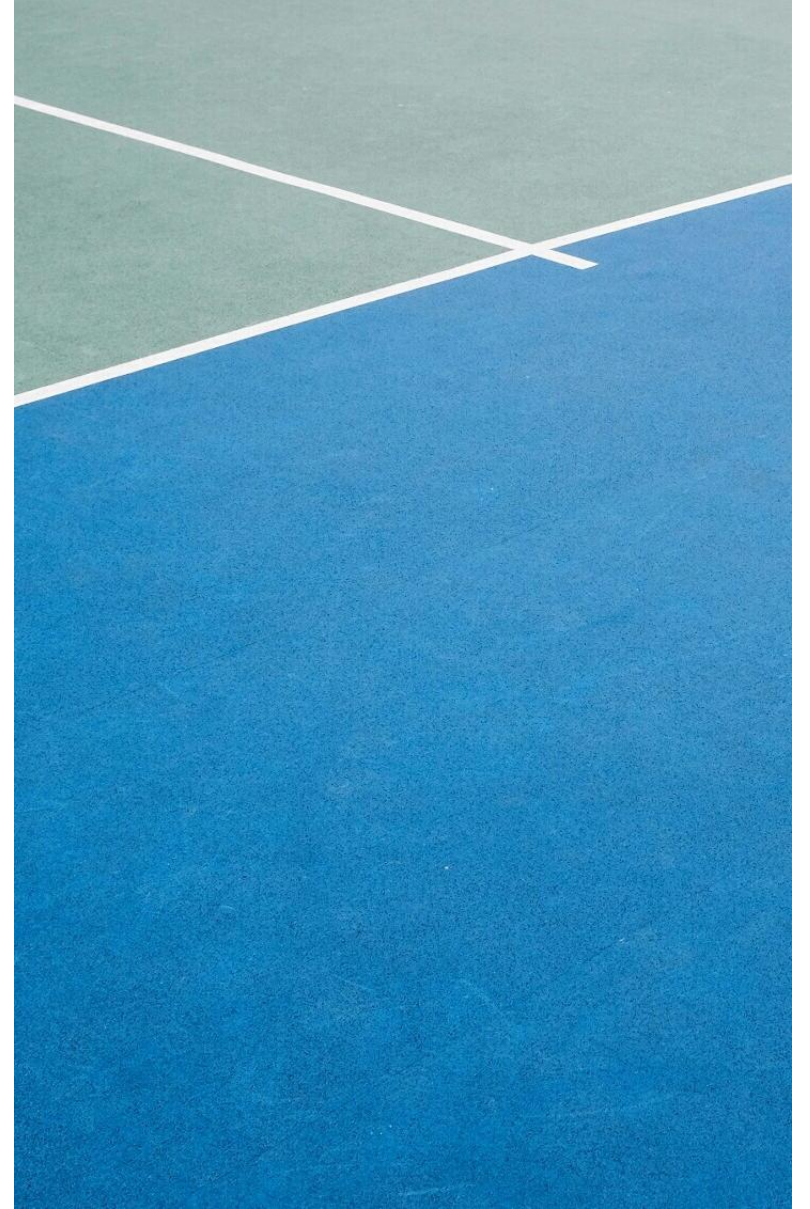
**THIS IS HOW WE DO
THINGS HERE!**

THE NEXT
STEP

WALK THE
WALK!

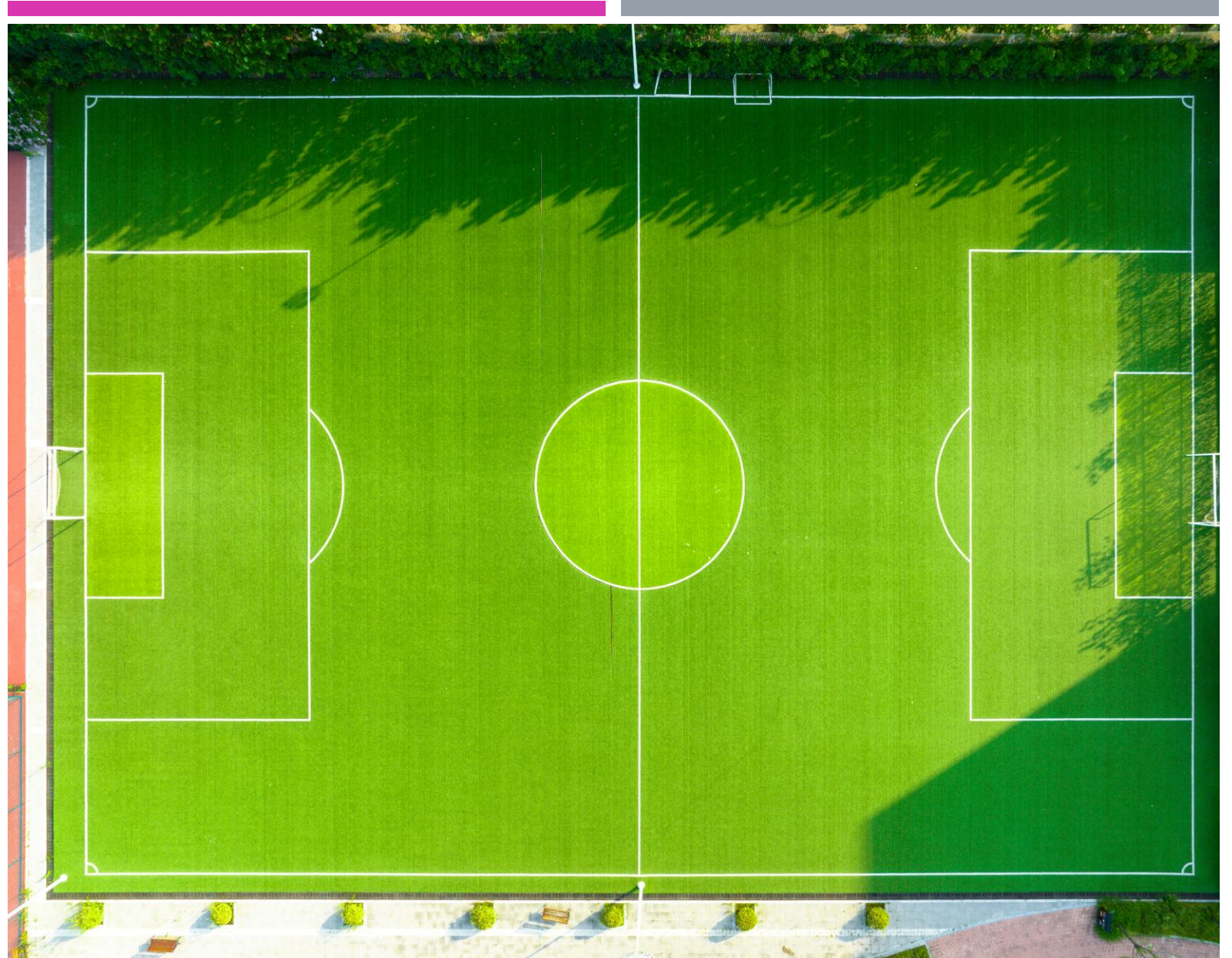


EXCELSIOR
MOVING EVER
UPWARD!



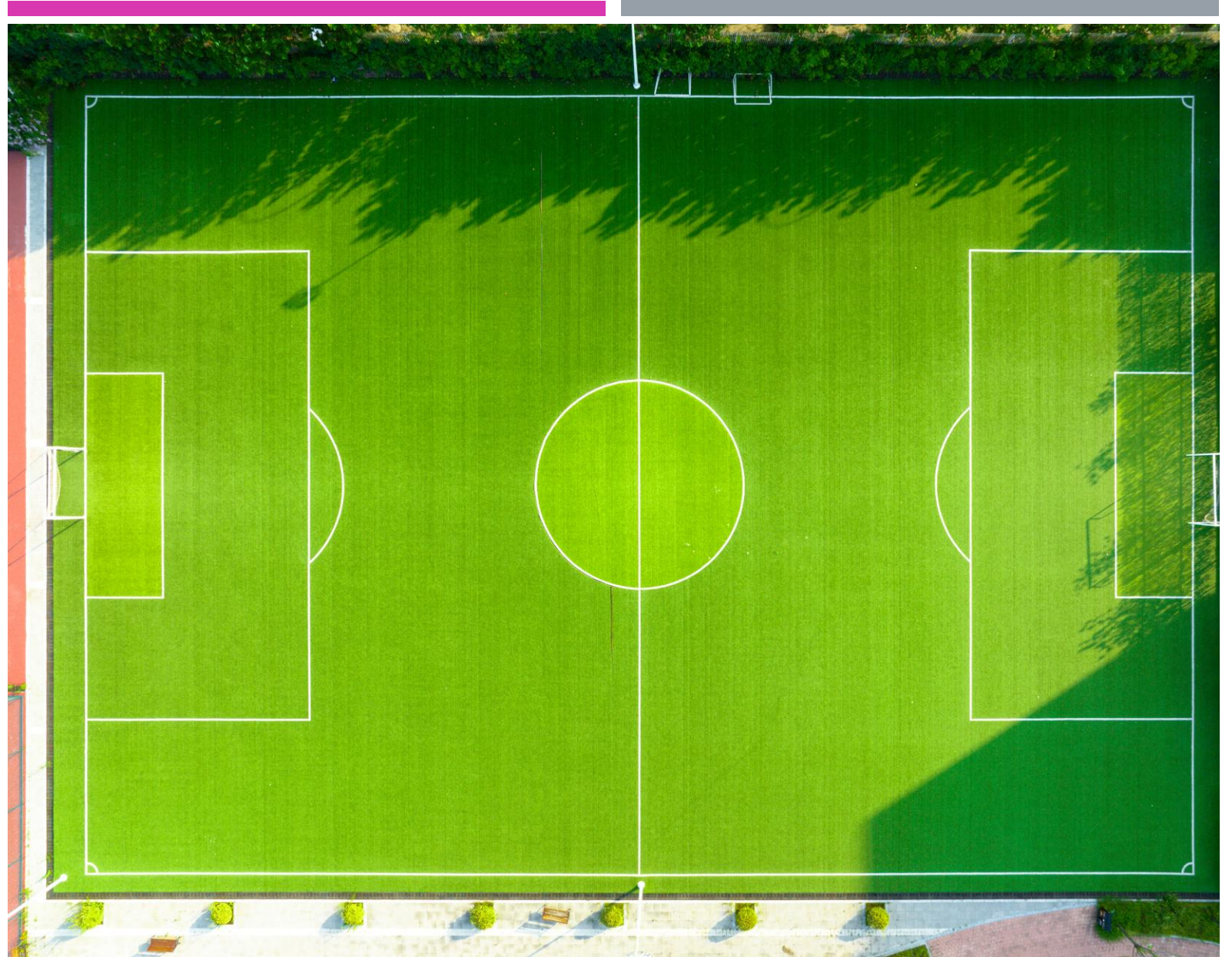
EXCELSIOR FC CULTURE (PLAYERS, COACHES & MANAGERS)

- Support our teammates on and off the field with soccer & futsal
- Having one another's back on the field of play.
- Be encouraging and bring our teammate back up if having a bad day.
- Be a Trustworthy teammate and offer a hand or ear to a teammate if they need it
- Demand and push each other to be their best each day



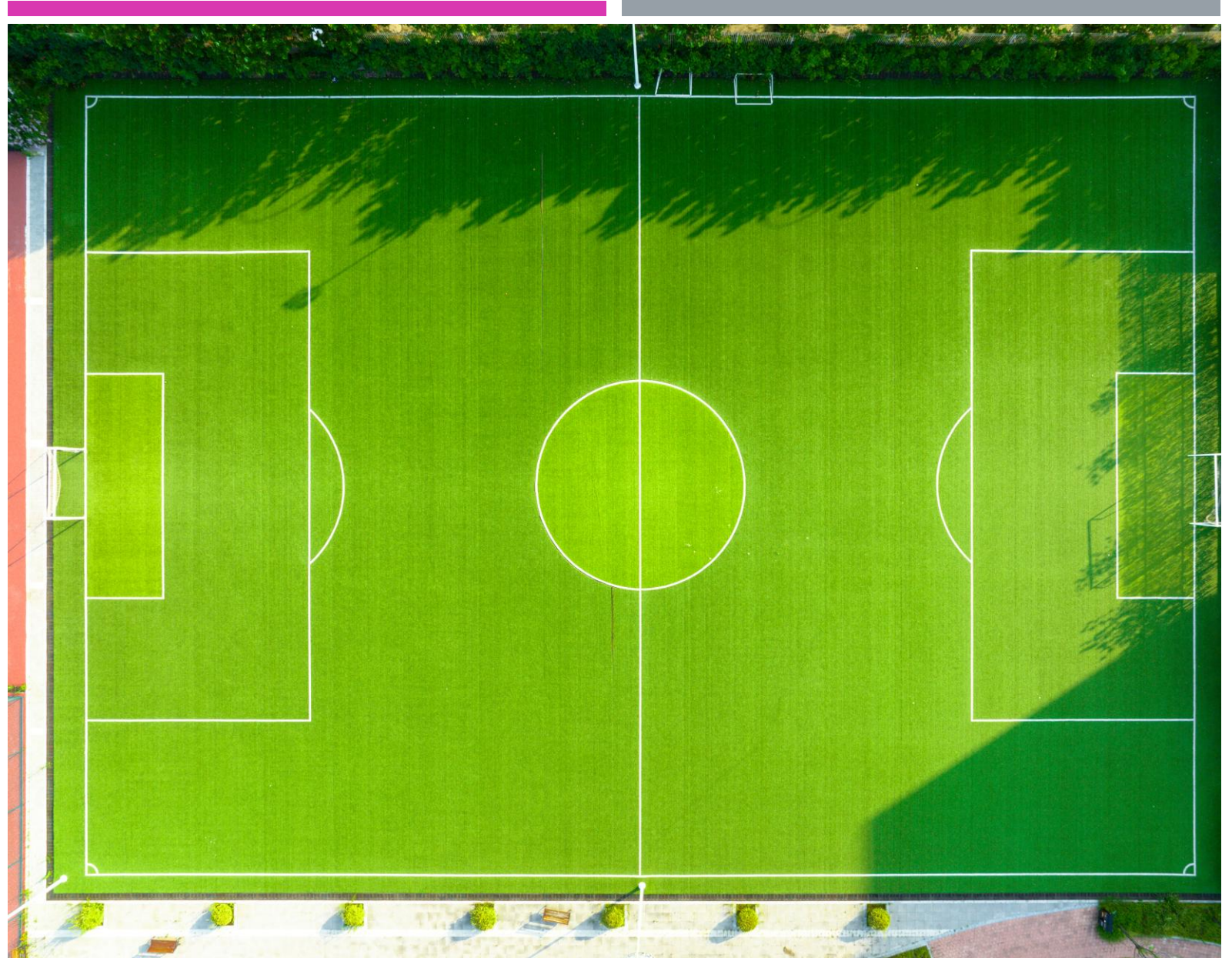
EXCELSIOR FC CULTURE (PLAYERS, COACHES & MANAGERS)

- Accountability to make the team better. Do the little extras to improve areas of development. Set a good example. Ask questions and figure things out. Own your mistakes and move on.
- Be reliable and do your job and fill your role and responsibility. Give your best effort at all sessions and games.
- Be aware of our communication tone on the field to each other. Communication (Inclusive on and off the field)
- Prepare yourself for difficult conversations
- Be encouraging
- Work hard (Full team effort)



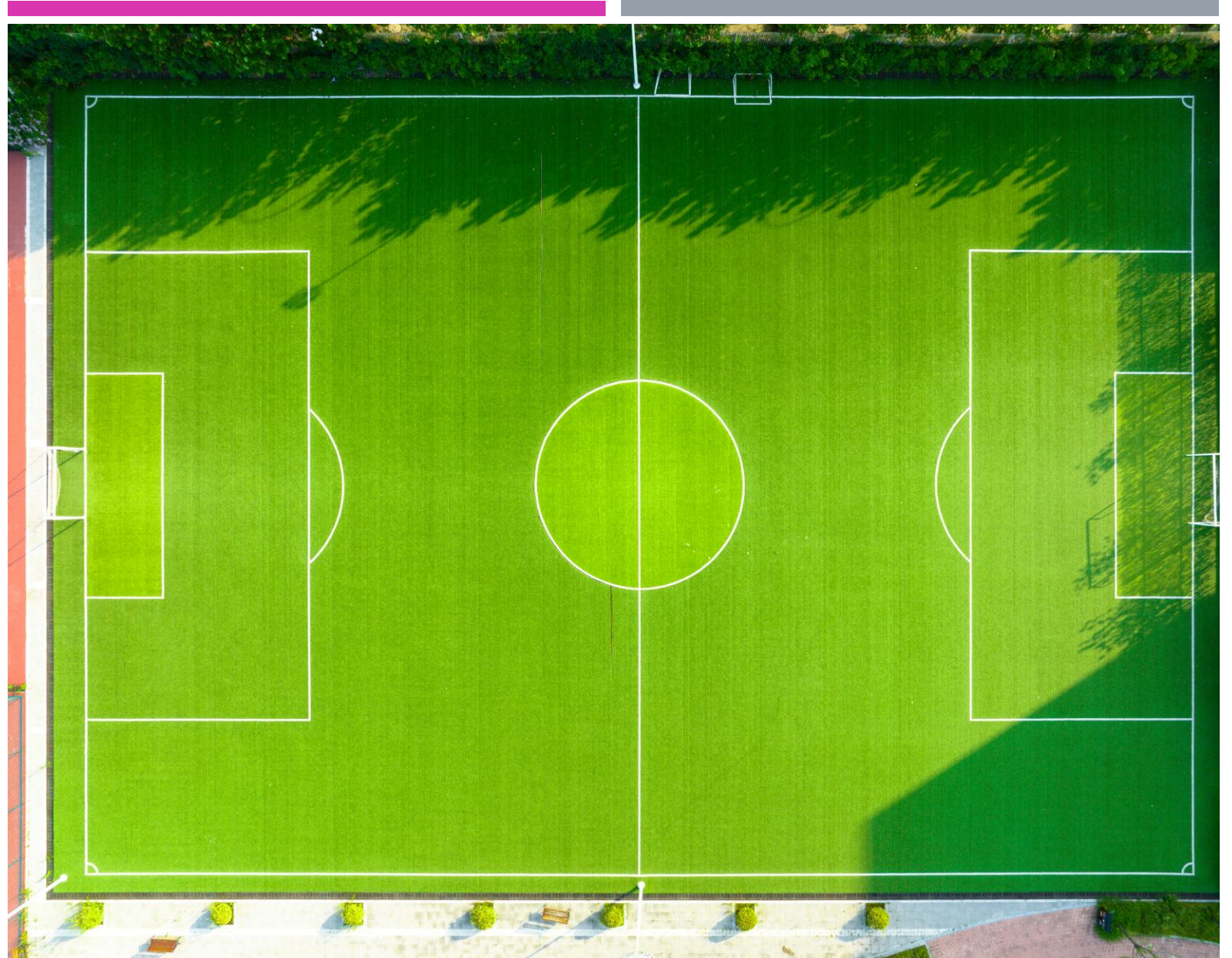
EXCELSIOR FC CULTURE (PLAYERS , COACHES & MANAGERS)

- Respect (It's a two-way street from player to coaches / managers and coaches / managers to players)
- Make everyone feel welcome and included
- Be closer as a team (Team Activity)
- Bring Energy and be excited to train and play.
- Trust in your teammates
- Positive Attitude
- Desired Team Spirit (Be Phenomenal)



EXCELSIOR FC CULTURE (PLAYERS, COACHES & MANAGERS)

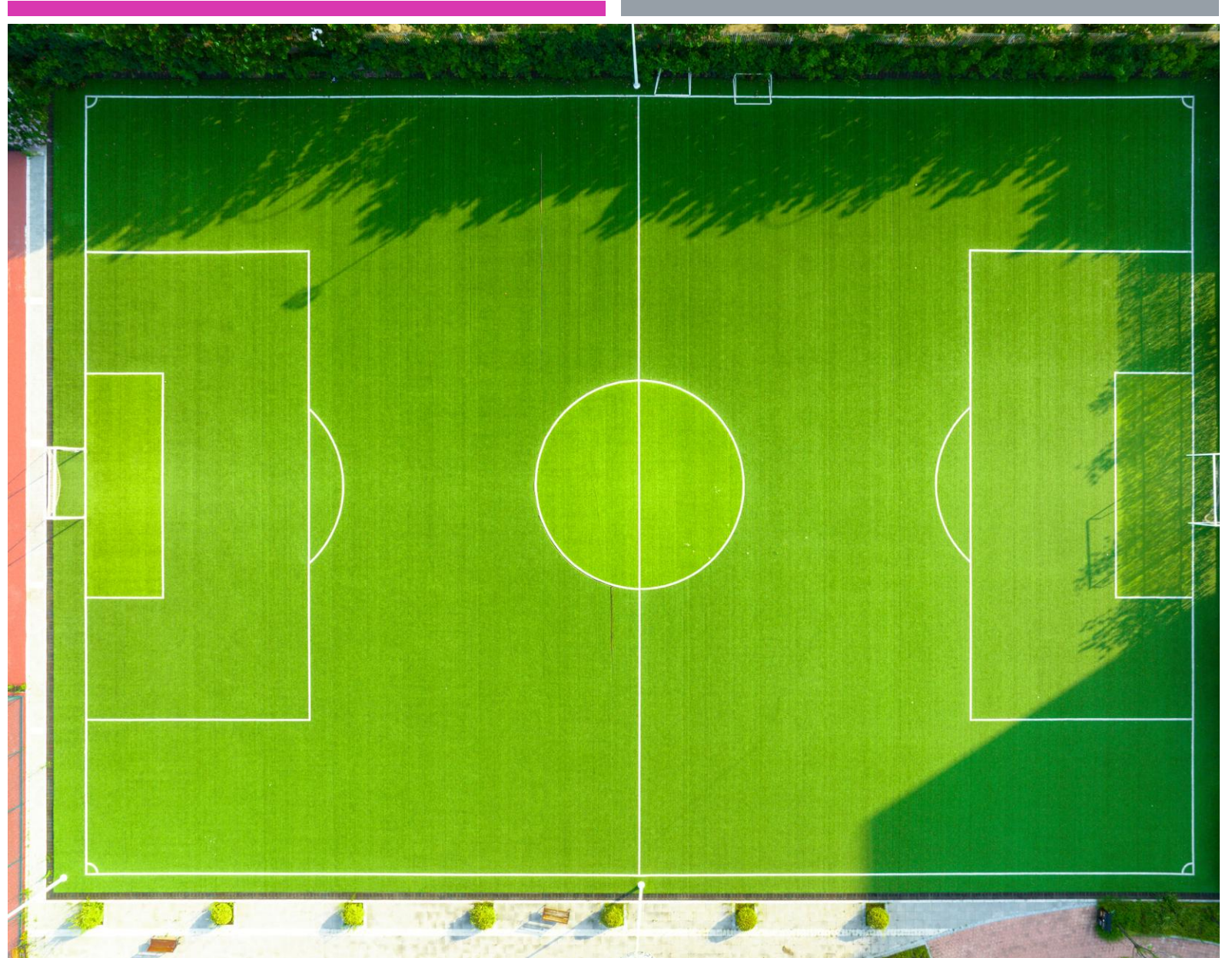
- Remain focussed (pay attention and listen)
- Coaches trust in the players
- It's a process and we need to focus on the growth of our team and not the results of games. (Patience)
- Put the team before yourself



EXCELSIOR FC PROGRAM GOALS

■ Team Goals

- Demonstrate our capabilities. Prove ourselves each game
- Believe in ourselves and play with confidence
- Play consistently good soccer / futsal and be proud of our performance
- Be the most professional program
- Give it our all 24/7 No regrets
- Have a driven mindset (Self Belief)
- Commitment and be responsible on and off the field. Do the work needed (Pick up trash)
- Score Goals & win games



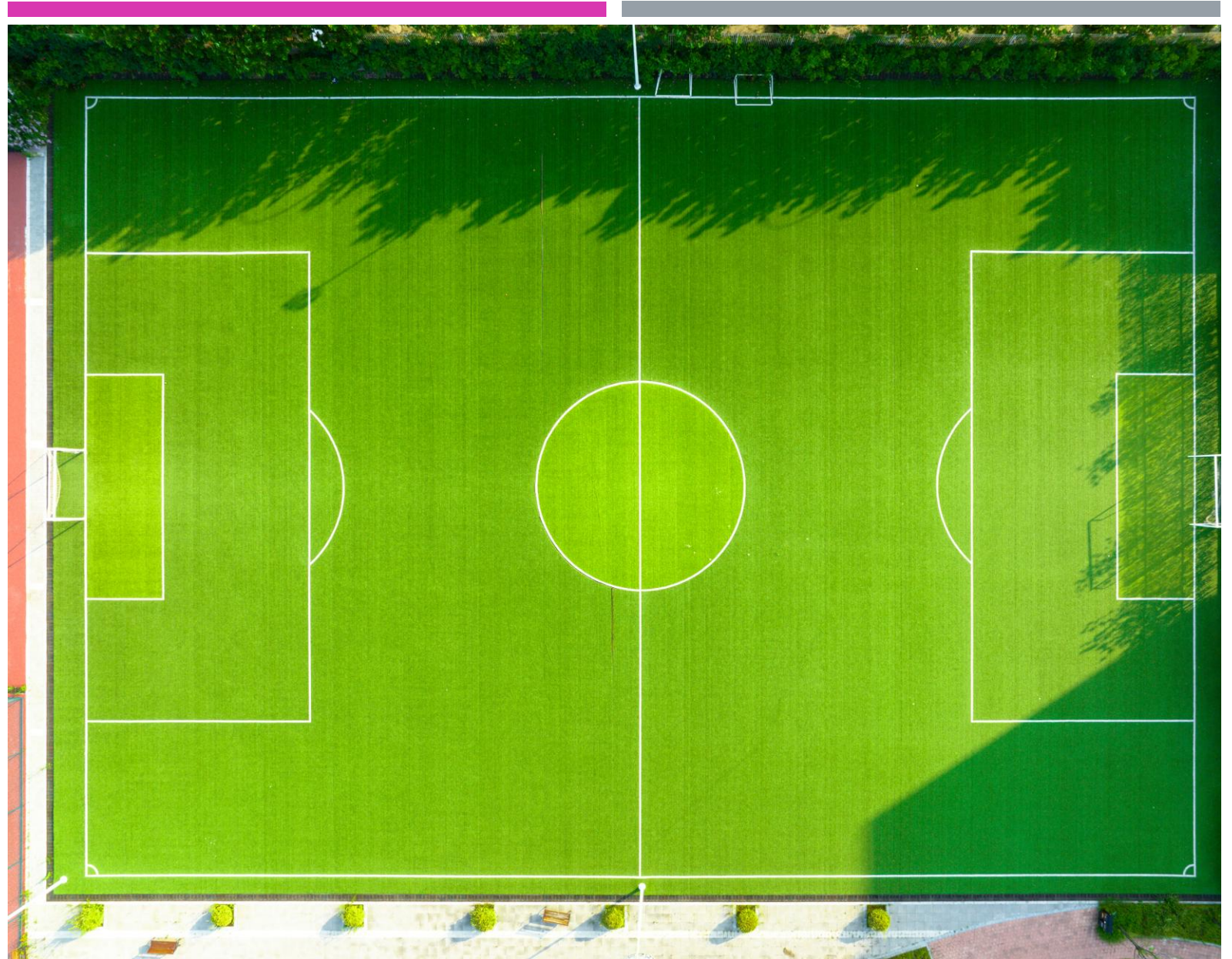
PLAYER & COACH EXPECTATIONS

■ Players Expectations of Coaches:

- Be committed & encouraging, be positive but demanding, promote team moral, extra push from the coach, Have the best intentions for the players and believe in and support us.
- Provide Feedback to the players in a constructive way.

■ Coaches Expectations:

- Stick together as a team no matter how tough the environment is or training / games get and support each other. (Play whistle to whistle)
- Play to make yourself better, your teammates better and the game better.
- Create more chances and capitalize on our opportunities.
- Embrace and live our culture so we can meet our program goals. Hold yourself accountable to our cultural standard



TO PLAY HERE WALK
THE WALK NOT TALK
THE TALK!

Be Relentless

**Facta Non Verba:
Deeds not words**

Be Phenomenal

**This is how we do
things here!**

