

***Unified Entry Level***  
***Grassroots Behaviours***  
***Model***  
***April 2024***

# BUILDING PERSONAL CAPABILITY



This is about believing in our capabilities and growth potential. It is about seeking and acting on feedback in order to strengthen self-awareness and understanding, and it's about a love of life-long learning. It requires us to have a growth mindset.

## Behaviours

- Motivated to build self-awareness around own profile of strengths, motivators, interests, traits, and areas for development
- Actively seeks feedback on own performance
- Reflects deeply on experience of what has gone well and less well, and on the feedback one receives; uses reflection as a springboard for developmental action
- Actively looks for opportunities to stretch self and learn new skills; not content to stay in own comfort zone
- Open to opportunities for Continuing Professional Development, and to being coached and mentored
- Willing to experiment and to take risks

# COLLABORATIVE TEAMWORK



This is about recognising that we achieve our goals by building great relationships with our stakeholders. Going out of our way to support others, making sure that we are always approachable and inclusive helps us to build trust. This is underpinned by our commitment to key principles and values – respect for and encouraging diversity, honesty and humility.

## Behaviours

- Builds commitment to shared goals, able to get stakeholders on board and aligned with key objectives
- Able to relate well with people from different backgrounds; shows a real interest to understand people
- Promotes teamwork in all relationships, on and off the field
- Shows empathy and understanding for the views, perspectives, and situations of other people; supports and cares for others
- Creates an inclusive atmosphere where respect for people's differences is actively promoted
- Shows honesty and humility in addressing issues; is sensitive and uses emotional intelligence to understand problems and to handle conflicts or disagreements

# CREATING SOLUTIONS



This is about how we take football forwards through our spirit of creativity, innovation and our capacity to identify and solve problems. It's about how we build sustainability and leave a great legacy for the next generation.

## Behaviours

- Collects and analyses all the necessary information to help solve problems; looks for insights
- Asks questions, probing to fully understand information and issues
- Thinks broadly and 'outside the box'; is willing to experiment and try new ideas and approaches
- Has a 'solutions mindset'; spots opportunities, identifies resources, looks to break down barriers and make things happen
- Takes a long-term view, thinks strategically and is keen to leave a legacy for the next generation

# MOTIVATION TO ACHIEVE

This is about the commitment and the professionalism we need to show in order to achieve goals and perform to the best, for ourselves and for the growth of the game we love. It's our passion, dedication and ambition that directs our energies and drives us.

## Behaviours

- Is motivated by achievement and success; accepts and tackles demanding goals with energy and enthusiasm
- Has the confidence to believe in oneself and what can be accomplished; pushes self, works hard, and embraces new challenges
- Unafraid of responsibility; competitive with oneself, wanting to be the best you can be
- Shows a 'Can Do' attitude, doesn't give up easily, maintains high standards and keeps going until goals are accomplished
- Tackles all the necessary tasks, not just the enjoyable or easy ones
- Identifies new opportunities and uses initiative

# PLANNING, ORGANISING AND DELIVERING



This is about our ability to be proactive, to plan activities, set goals, manage and organise resources and time. It's about working smart, personal efficiency and the standards we set for ourselves. These things help us to deliver great results for our stakeholders and for the game.

## Behaviours

- Plans activities well in advance; anticipates barriers and blockages and puts steps in place to overcome problems
- Turns aims into clearly defined objectives including measures of success and targets
- Pays attention to detail, making sure that all angles are covered, and quality is maintained
- Understands priorities and keeps on top of tasks; is always punctual, reliable and manages own time effectively
- Monitors progress with goals and activities, and follows up to ensure things get done on time
- Takes the initiative; doesn't wait when independent action could be taken

# POWERFUL COMMUNICATION

This is about our ability to connect with people through the quality of our communication and influence. It's about how we promote and build awareness of what we do, extending our networks and cementing our personal credibility and impact.

## Behaviours

- Demonstrates confidence, is clear, articulate, expressive and positive in communication style, and tailors communication to the needs of different people and audiences
- Shows awareness of how own non-verbal communication impacts on others; uses positive body language
- Is a great listener, pays attention and shows great interest to understand others' needs and perspectives
- Able to produce engaging and effective written material and use different communication channels, especially social media, and marketing materials
- Persuades, influences, and negotiates powerfully; assertive and passionate in promoting football
- Builds wide and effective networks of contacts and relates to people at all levels

# PROVIDING LEADERSHIP



Leadership lies at the heart of what we do. We are guardians of the game and that means we need to understand the responsibility we have to act as role models. We are driven by our motivation to attract new people to the game, to develop and inspire them, so this is about showing the leadership qualities needed to inspire people.

## Behaviours

- Shows great leadership skills; is motivated to up-skill people as players and volunteers, and helps them to develop as individuals
- Confidently gives feedback to others to help them develop and grow
- Gains and applies insight into what motivates people and tailors approach according to the needs of individuals
- Sets high standards and creates an inclusive culture
- Facilitates team bonding and builds and sustains high morale
- Organises people, delegates responsibility and ensures they are motivated to deliver on commitments made



# RESILIENCE & ADAPTABILITY



This is about our ability to handle day-to-day pressures as well as unexpected situations and events. It is about our personal capacity and our resources to cope with pressure, deal with setbacks and remain resilient and effective.

## Behaviours

- Able to work under pressure and cope with multiple demands on one's time
- Keeps calm and in control during difficult situations
- Keeps positive, even when things are tough; refuses to 'give up' and is willing to ask for help and support when needed
- Shows self-belief, reflects on, and learns from mistakes and setbacks; has a continuous improvement mentality
- Flexible and adaptable to changing circumstances and situations; copes well with uncertainty and ambiguity
- Balances demands of work/volunteering with other aspects of life; keeps a work-life balance