



Canada Soccer Club Licensing Program

Principles in Action

What is a principle?

prin·ci·ple

noun

1. a fundamental truth or **proposition that serves as the foundation for a system of belief or behavior** or for a chain of reasoning.

Why Principles?



- **Provide direction but not detailed prescription;**
- **Allow organizations to develop and select the methods by which they will operate...**
- **based on their available resources, unique situation and context.**

Principles of the Club Licensing Program



1. Prioritize Fun

“Children cite ‘fun’ as the primary reason for participation in organized sport and its absence as the number one reason for youth sport attrition.”

Visek, et.al. (2015)

#1 Positive Team Dynamics

#2 Trying Hard

#3 Positive Coaching

#4 Learning and Improving

#5 Game Time Support

#6 Games

#7 Practice


#8 Team Friendships

#9 Mental Bonuses

#10 Team Rituals

#11 Swag





"What counts most for girls and boys are things like 'trying your best,' 'working hard,' 'staying active,' and 'playing well together as a team.' These findings are the same for athletes at younger and older ages and across recreational and more competitive levels of play."

Vissek, et.al. (2019)

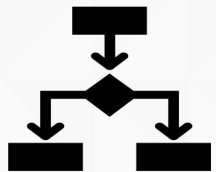
Principles of the Club Licensing Program



1. Prioritize Fun
2. **Emphasize Physical, Mental, and Emotional Safety**



People — Canada Soccer Safe Sport Roster



Organizations — Canada Soccer Club Licensing Program

Principles of the Club Licensing Program



3. Provide Developmentally—Appropriate, High Quality Programs



Principles of the Club Licensing Program

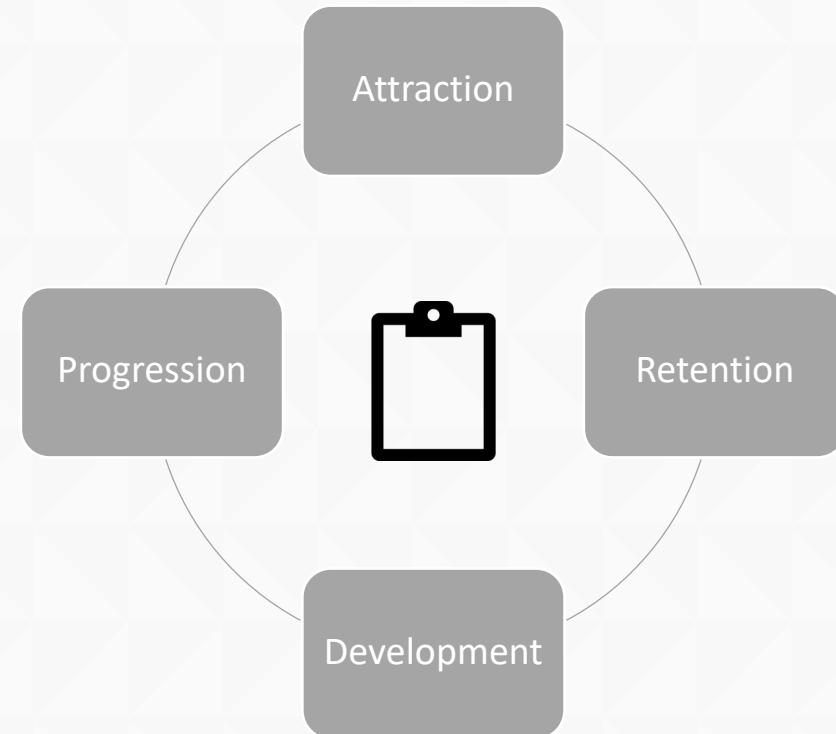
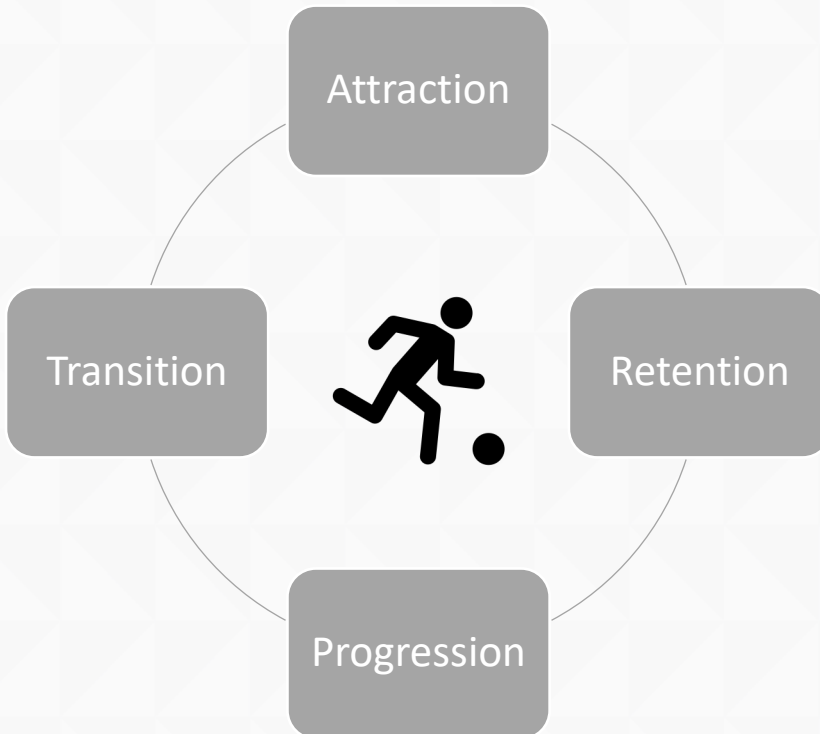


1. Prioritize Fun
2. Emphasize Physical, Mental, and Emotional Safety
3. Provide Developmentally—Appropriate, High Quality Programs
4. **Maximize Attraction, Holistic Personal Development, Progression, and Long—Term Engagement**

Principles of the Club Licensing Program



Key Performance Indicators of Youth Soccer Success



Principles of the Club Licensing Program



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4. Maximize Attraction, Holistic Personal Development, Progression, and Long—Term Engagement
5. **Focus on Participant—Centred Decision Making**

Principles of the Club Licensing Program

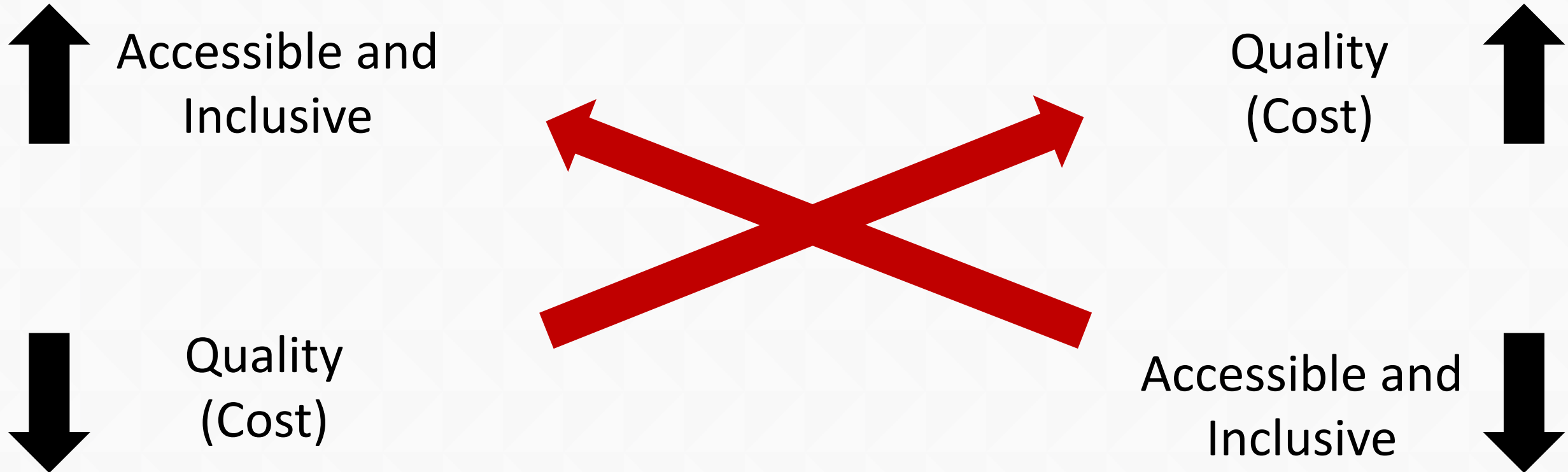


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5. Focus on Participant—Centred Decision Making
6. **Foster Accessible, Inclusive, and Welcoming Environments**

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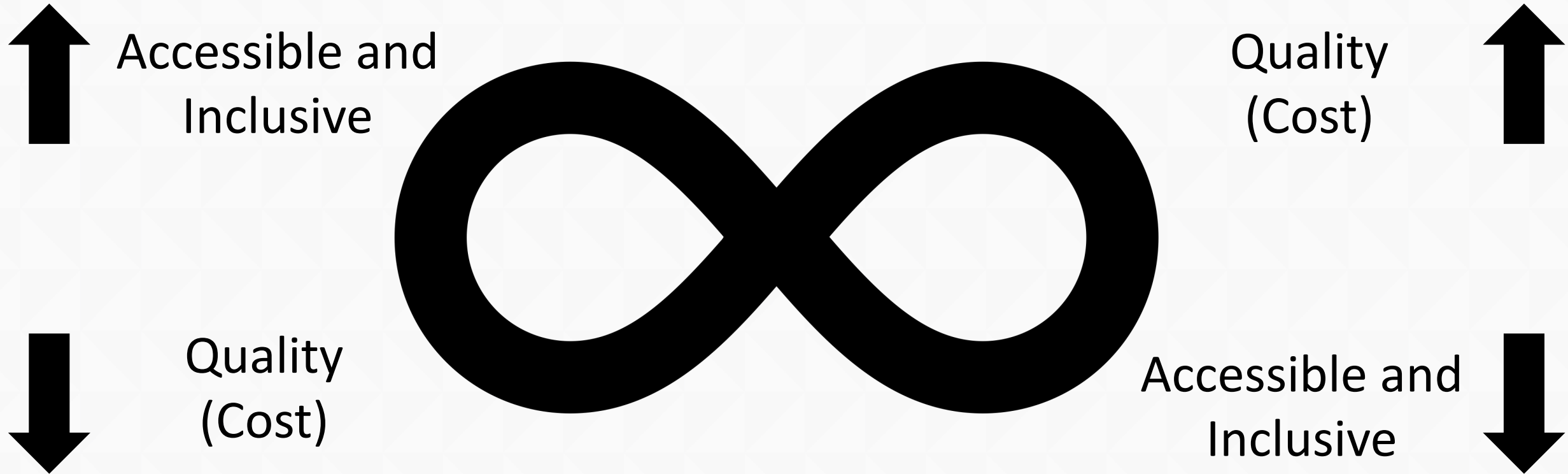
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How can we develop high quality programs that are accessible and inclusive?

Can we evaluate accessibility and inclusion in the same way we do risk (awareness, tolerance, mitigation strategies)?

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- 3. Provide Developmentally—Appropriate, High Quality Programs**
- 4. Maximize Attraction, Holistic Personal Development, Progression, and Long—Term Engagement**
- 5. Focus on Participant—Centred Decision Making**
- 6. Foster Accessible, Inclusive, and Welcoming Environments**
- 7. Act as a Good Corporate and Community Citizen**

Principles versus Methods

“As to methods there may be a million and then some, but principles are few. The [person] who grasps principles can successfully select [their] own methods. The [person] who tries methods, ignoring principles, is sure to have trouble.”

Harrington Emerson

