

LIVING THE RTD COMMUNITY VALUES

EGYPT





At Right to Dream Egypt, our values - Passion, Integrity, Diversity, Teamwork, and Development are the heartbeat of who we are. They guide us in nurturing not only exceptional students but also individuals who will lead and inspire in their communities. Individuals who can transform lives and communities.

As you live these values, remember that your actions have the power to inspire others and create a lasting impact. Together, we can build a future where every talent in Egypt has the opportunity to dream big and achieve their potential.

KEEP STRIVING, KEEP INSPIRING, AND LET'S CONTINUE TO MAKE A DIFFERENCE - BOTH ON AND OFF THE PITCH.

With pride and belief,
MICHO
CEO, RIGHT TO DREAM EGYPT

INTRODUCTION TO RTD'S

COMMUNITY VALUES

We are delighted to welcome you to the Right to Dream family! We are a global community driven by our shared passion for football and our commitment to developing talented young players both on and off the pitch.

At Right to Dream, our values are the bedrock of our success. They guide our actions, shape our culture, and define who we are as an organization. Just like the seamless teamwork in a football match, our values connect us and enable us to work together towards our goals.

WE HAVE FIVE CORE VALUES THAT UNITE US ACROSS OUR DIFFERENT LOCATIONS:



INTEGRITY



TEAM WORK



DIVERSITY



DEVELOPMENT



PASSION

LIVING THE RTD COMMUNITY VALUES IN EGYPT

INTEGRITY

WE TRUST EACH OTHER TO DO THE RIGHT THING ALL THE TIME. WE ARE HONEST AND TRANSPARENT IN OUR DEALINGS. WE ARE ACCOUNTABLE FOR OUR DECISIONS.

Integrity is the compass that guides us at Right to Dream Egypt. It's about being honest and transparent in all our interactions, both with ourselves and others. We uphold the highest ethical standards, keep our promises, and act with fairness and respect in all situations. We believe that integrity is essential for building trust and creating a positive and productive working environment. It's about speaking the truth, taking responsibility for our actions, and always striving to do what is right, even when it's difficult.



LIVING THE RTD COMMUNITY VALUES IN EGYPT

INTEGRITY

TO TRULY LIVE THE VALUE OF INTEGRITY IN EGYPT, WE MUST ACTIVELY CULTIVATE AN ENVIRONMENT OF TRUST, TRANSPARENCY, AND ACCOUNTABILITY. THIS MEANS:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Apologizing when we make mistakes. • Being confident in our abilities and decisions. • Respecting deadlines and commitments. • Being open-minded and willing to consider different perspectives. • Taking responsibility for our actions and decisions. • Being fair and just in our interactions with others. • Speaking the truth, even when it's difficult. • Giving our all to our work and striving for excellence.	• Anger and negative emotions that can cloud our judgment. • Bias and favoritism that can undermine fairness and trust. • Bullying and disrespectful behavior that can create a negative environment. • Complaining and negativity that can drain our energy and enthusiasm. • Double standards and hypocrisy that can erode trust and credibility. • Imposing our opinions on others and not respecting their views. • Overreacting to situations and not maintaining our composure. • Simplifying our goals and not striving for excellence.	• Be trustworthy and hardworking in all our endeavors. • Be supportive and encouraging of our colleagues and players. • Communicate clearly and respectfully with everyone. • Take initiative and go the extra mile to achieve our goals. • Tell the truth and be honest in all our dealings. • Spread awareness about the importance of integrity and provide workshops. • Be transparent about challenges that may affect our work. • Always put the needs of our players first.

BY CONSISTENTLY PRACTICING THESE BEHAVIORS, WE CAN STRENGTHEN THE FOUNDATION OF INTEGRITY WITHIN OUR COMMUNITY AND ENSURE THAT IT GUIDES OUR ACTIONS AND DECISIONS.

LIVING THE RTD COMMUNITY VALUES IN EGYPT

TEAMWORK

WE BELIEVE IN 'WE' BEFORE 'ME'. WE HAVE CLEAR ROLES THAT WORK WELL TOGETHER. WE SEE EACH OTHER AS COLLEAGUES - PART OF THE SAME TEAM, DRIVING TO DELIVER OUR MISSION EVERY DAY.

At Right to Dream Egypt, teamwork is the key to unlocking our full potential. We believe that together, we can achieve far more than we ever could alone. Teamwork is about collaboration, support, and mutual respect. We value each other's unique skills and perspectives, and we work together towards our shared goals. We celebrate our collective achievements and learn from our mistakes together. Teamwork is about creating a strong sense of community, where everyone feels valued and empowered to contribute their best.



LIVING THE RTD COMMUNITY VALUES IN EGYPT

TEAMWORK

TO FOSTER A STRONG SENSE OF TEAMWORK WITHIN RIGHT TO DREAM EGYPT MEANS:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Actively participate in team discussions and activities. • Listen attentively to our colleagues and value their input. • Consult with each other and seek diverse perspectives before making decisions. • Make decisions collectively and ensure everyone feels heard and understood. • Show love and compassion towards our teammates, creating a supportive and caring environment. • Communicate clearly and effectively, ensuring that everyone is on the same page. • Accept and embrace different opinions, recognizing that diversity strengthens our team. • Accept and appreciate different cultures, fostering a sense of inclusivity and belonging.	• Not being clear in our communication and expectations. • Not having clear plans and goals, leading to confusion and inefficiency. • Criticizing and negativity that can demotivate and discourage team members. • Gossiping and spreading rumors that can damage trust and relationships. • Giving unsolicited advice that can be perceived as intrusive or unhelpful. • Selfishness and prioritizing our own needs over the team's goals. • Not sharing our ideas and contributions, hindering the team's progress. • Negative energy and pessimism that can bring down the team's morale.	• Collaborate effectively and support each other to achieve our shared goals. • Communicate openly and honestly, ensuring that everyone feels heard and understood. • Plan and coordinate our efforts to maximize our efficiency and productivity. • Motivate and inspire each other to strive for excellence. • Maintain positive energy and enthusiasm, creating a fun and enjoyable working environment. • Coordinate our efforts and ensure that everyone is aligned with the team's objectives. • Engage in common and social activities to strengthen our bonds and build camaraderie. • Work systematically and efficiently, ensuring that everyone's contributions are valued.

LET'S BUILD A POWERFUL CULTURE OF TEAMWORK, WHERE COLLABORATION, SUPPORT, AND SHARED SUCCESS DRIVE US FORWARD AND ENABLE US TO ACHIEVE EXTRAORDINARY THINGS TOGETHER!

LIVING THE RTD COMMUNITY VALUES IN EGYPT

DIVERSITY

WE MAY BE DIFFERENT BUT COMMITTED TO THE SAME MISSION. WE ARE BETTER WHEN EACH OF US FEELS INCLUDED AND VALUED. WE BELIEVE IN DIVERSITY IN ALL ITS FORMS, VALUING AND ENCOURAGING DIFFERENT PERSPECTIVES.

Diversity at Right to Dream Egypt is about embracing the richness of our differences and creating a community where everyone feels valued and respected. We believe that our diversity, whether in background, beliefs, or perspectives, is a source of strength and innovation. We are committed to fostering an inclusive environment where everyone feels empowered to contribute their best. We celebrate our differences, challenge our biases, and work together to create a community where everyone feels a sense of belonging.



LIVING THE RTD COMMUNITY VALUES IN EGYPT

DIVERSITY

TO TRULY EMBRACE DIVERSITY AT RIGHT TO EGYPT MEANS:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Researching and learning about different cultures and backgrounds. • Accepting and embracing our differences, recognizing that they make us stronger. • Being open to other cultures and perspectives, expanding our horizons and understanding. • Promoting globalization and cross-cultural exchange to foster a sense of global citizenship. • Creating a welcoming and inclusive community where everyone feels valued and respected. • Learning about different backgrounds and experiences to broaden our perspectives. • Respecting other opinions and perspectives, even if they differ from our own. • Accepting and getting to know other cultures, fostering a sense of appreciation and understanding.	• Laziness and not making an effort to understand and appreciate diversity. • Bullying and discrimination that can create a hostile and exclusive environment. • Racism and prejudice that can divide our community and hinder our progress. • Judging and criticizing others based on their differences, creating a negative and unwelcoming atmosphere. • Holding grudges and not forgiving others for their mistakes, hindering our ability to move forward together.	• Accept and respect each other, regardless of our differences. • Accept and embrace our differences, recognizing that they make us stronger. • Put ourselves in other people's shoes to understand their perspectives and experiences. • Promote equality between boys and girls, ensuring that everyone has the same opportunities. • Embrace and celebrate our diversity, recognizing that it is a source of strength and innovation. • Continue having and creating good relationships with everyone, fostering a sense of community and belonging. • Respect and support each other, creating a positive and encouraging environment. • Be open and welcoming to new people and ideas, fostering a culture of inclusivity and acceptance.

BY EMBRACING THESE ACTIONS, WE CAN CREATE A TRULY DIVERSE AND INCLUSIVE COMMUNITY WHERE EVERYONE FEELS VALUED, RESPECTED, AND EMPOWERED TO CONTRIBUTE THEIR BEST.

LIVING THE RTD COMMUNITY VALUES IN EGYPT

DEVELOPMENT

WE NURTURE EVERYONE'S UNIQUE TALENT AND SUPPORT THEIR JOURNEY TO REACH THEIR POTENTIAL. OUR GROWTH CULTURE IS ROOTED IN CONTINUOUS DEVELOPMENT. WE OWN AND DRIVE DEVELOPMENT OF OURSELVES.

Development at Right to Dream Egypt is the cornerstone of our mission. We believe in nurturing the potential of every individual, both on and off the pitch. We foster a culture of continuous learning and growth, providing opportunities for our players and staff to develop their skills and knowledge. We encourage innovation, embrace new challenges, and celebrate progress, no matter how small. Development is about empowering individuals to reach their full potential and contribute to the growth of our community.



LIVING THE RTD COMMUNITY VALUES IN EGYPT

DEVELOPMENT

TO CULTIVATE A THRIVING CULTURE OF DEVELOPMENT AT RIGHT TO DREAM EGYPT, WE FOCUS ON:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Working on ourselves and striving for continuous improvement. • Taking initiative and seeking out opportunities for growth and learning. • Providing emotional support and encouragement to our colleagues and players. • Setting clear goals and objectives for our development, both personal and professional. • Working together as a team and supporting each other's development. • Motivating and inspiring each other to reach our full potential. • Getting out of our comfort zones and embracing new challenges. • Participating in training and workshops to enhance our skills and knowledge.	• Giving unsolicited advice that can be perceived as intrusive or unhelpful. • Comparing ourselves to others and feeling discouraged by their achievements. • Complaining and negativity that can hinder our progress and demotivate others. • Not wanting to grow and develop, leading to stagnation and complacency. • Not managing our time effectively, leading to missed opportunities and delays. • Not being organized and focused, hindering our ability to learn and grow. • Not wanting to succeed, leading to a lack of motivation and effort. • Giving up easily when faced with challenges, hindering our resilience and perseverance.	• Continue learning and seeking new knowledge and skills throughout our lives. • Make a lot of effort and dedicate ourselves to our development. • Accept and value other people's opinions and perspectives. • Want to change and improve our situation, both personally and professionally. • Keep on training and practicing to enhance our skills and abilities. • Work hard and persevere through challenges to achieve our goals. • Accept and embrace feedback to identify areas for improvement. • Plan and strategize our development to ensure we are on the right track.

BY EMBRACING THESE PRINCIPLES, WE CAN CREATE A DYNAMIC ENVIRONMENT WHERE EVERYONE IS EMPOWERED TO GROW, LEARN, AND REACH THEIR FULL POTENTIAL. LET'S COMMIT TO CONTINUOUS DEVELOPMENT, BOTH INDIVIDUALLY AND AS A COMMUNITY, AND UNLOCK A BRIGHTER FUTURE FOR OURSELVES AND RIGHT TO DREAM EGYPT!

LIVING THE RTD COMMUNITY VALUES IN EGYPT

PASSION

WE ARE PASSIONATE ABOUT WHATEVER WE DO. WE GIVE AND GET DEEPER MEANING AND JOY FROM OUR WORK. WE CELEBRATE SUCCESSES ALONG THE WAY.

Passion at Right to Dream Egypt burns bright! It's about that inner fire that drives us to achieve our goals and find true joy in what we do. We are energized and excited by our work, approaching every task with enthusiasm and dedication. Passion fuels us to persevere through challenges, to go the extra mile, and to constantly seek ways to improve ourselves and our community. We celebrate our achievements together, recognizing and appreciating each other's skills and abilities. This vibrant energy is contagious, inspiring us all to strive for excellence and make a positive impact.



Sydbank
ndePokalen



LIVING THE RTD COMMUNITY VALUES IN EGYPT

PASSION

TO KEEP OUR PASSION BURNING BRIGHT AT RIGHT TO DREAM EGYPT, WE FOCUS ON:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Setting clear, purposeful goals that inspire and motivate us. • Providing opportunities for growth and development, both personally and professionally. • Showing appreciation for hard work and dedication. • Celebrating achievements, big and small, to acknowledge our progress and success. • Creating opportunities for advancement and career progression. • Encouraging entrepreneurship and innovation to foster creativity and new ideas. • Finding the right people for the right roles, ensuring that everyone's skills and passions are utilized effectively. • Promoting a strong work ethic and a commitment to excellence.	• Discouragement and negativity that can dampen our spirits and hinder our progress. • Undermining or disrespecting colleagues, which can create a toxic environment. • Backbiting and negativity that can erode trust and morale. • Burnout by finding a healthy work-life balance and taking care of ourselves. • Complacency and always striving to improve and grow.	• Show love and appreciation for our colleagues, recognizing their contributions and value. • Support individual well-being, both physically and mentally, to ensure everyone can thrive. • Encourage everyone to give their best and strive for excellence in all they do. • Celebrate wins and foster a positive environment where everyone feels valued and appreciated. • Love what we do and go above and beyond to make a positive impact.

BY EMBRACING THESE ACTIONS, WE CAN ENSURE THAT PASSION CONTINUES TO BE A DRIVING FORCE WITHIN OUR COMMUNITY, INSPIRING US TO ACHIEVE GREAT THINGS TOGETHER.

LIVING THE RTD COMMUNITY VALUES IN EGYPT

EVERY DAY

As you can see, our values are not just empty words; they are the guiding principles that shape our culture and drive our success. We encourage you to embrace these values, live them every day, and contribute to the vibrant and thriving community at Right to Dream.

**LET'S WORK TOGETHER TO BRING THESE VALUES TO LIFE AND
MAKE A POSITIVE IMPACT ON GLOBAL FOOTBALL AND BEYOND!**

Questions or in need of help?

Reach out to your local People Partner: **May Abdelhady**
Email: may.abdelhady@righttodream.com – Whatsapp: +20 100 266 5735

WWW.RIGHTTODREAM.COM