

RTD GROUP

LIVING THE RTD COMMUNITY VALUES



**RIGHT
TO DREAM**

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



TEAMWORK



DIVERSITY



DEVELOPMENT



PASSION

LIVING THE RTD COMMUNITY VALUES

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 guiding principle that unites us across the Right to Dream Group. It's about upholding the highest ethical standards, being accountable for our actions, and always striving to do what is right, even when it's difficult. We believe that integrity is essential for building trust and creating a positive and productive working environment, no matter where we are in the world. It's about being true to ourselves, our values, and our commitments, and inspiring others to do the same.



LIVING THE RTD COMMUNITY VALUES

INTEGRITY



To truly live the value of integrity, we must actively cultivate an environment of trust, transparency, and accountability. This means:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Valuing people and treating them fairly, regardless of their location or background. • Creating a space where integrity is encouraged and celebrated. • Being transparent about contracts and other important information. • Seeking to understand the context and perspectives of others. • Speaking out if something is wrong, even if it's difficult. • Checking in with others to ensure that they are doing okay. • Trusting that others are trying to do the right thing. • Engaging in dialogue when there are differences of opinion about what constitutes integrity. • Having open and honest conversations with people we misunderstand. • Apologizing when we make mistakes. • Engaging in social activities to build understanding and trust.	• Making excuses for our mistakes or shortcomings. • Being dishonest or deceptive in our interactions with others. • Assuming that integrity means the same thing in every location. • Telling the truth all the time, regardless of the context or potential consequences. • Keeping secrets or withholding information that could be helpful to others. • Using "force majeure" as an excuse to act against our values.	• Live and act in line with our beliefs and values. • Create the best possible environment for our employees and players. • Maintain psychological safety and encourage open communication. • Promote individual growth and development. • Engage in dialogue that explores integrity in different cultures. • Afford grace to others and ourselves when we make mistakes.

By consistently practicing these behaviors, we can strengthen the foundation of integrity within our community and ensure that it guides our actions and decisions.

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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.

Teamwork is the foundation upon which the Right to Dream Group thrives. We believe that together, we can achieve far more than we ever could alone. Teamwork is about collaboration, trust, 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

TEAMWORK



To foster a strong sense of teamwork within Right to Dream means:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Engaging in social activities purely as staff, fostering a sense of community and connection. • Looking ahead and planning for the future together, ensuring that everyone is aligned with the organization's goals. • Increasing staff engagement and participation in team activities and decision-making processes. • Seeking to understand different cultures of teamwork, fostering a more inclusive and collaborative environment	• Complaining about hard work or long days, hindering our motivation and creating negativity. • Engaging in blame and cultural prejudice, hindering our ability to work together effectively.	• Map out clear roles and responsibilities, ensuring that everyone understands their contributions to the team. • Be willing to go the extra mile to support our colleagues and achieve our shared goals. • Trust each other and believe in our collective ability to succeed.

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!

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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 is the cornerstone of the Right to Dream Group's global vision. We believe that our differences, whether in background, beliefs, or perspectives, make us stronger and more innovative. We are committed to fostering an inclusive environment where everyone feels valued, respected, and empowered to contribute their best. We embrace different cultures, promote equality, and challenge unconscious biases. We believe in the power of diverse voices and perspectives to drive creativity, problem-solving, and ultimately, success. At Right to Dream Group, diversity is not just a value, it's a way of life.



LIVING THE RTD COMMUNITY VALUES

DIVERSITY



To truly embrace diversity at Right means:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Ensuring that our leadership team is representative of all our locations and backgrounds. • Raising the bar for diversity and challenging our own biases and assumptions. • Providing opportunities for players to experience different cultures and perspectives through transfers and extended visits to other locations. • Adopting an open and inclusive interpretation of "diversity" that encompasses all aspects of human experience.	• Sticking to the way things have always been done, hindering our ability to embrace new perspectives and approaches. • Focusing solely on the end of the player journey, neglecting the importance of diversity throughout the entire development process.	• Uphold the ethos of our International Academy (IA) program, fostering cross-cultural exchange and understanding. • Hire people from across the Right to Dream organization's locations and from external locations, ensuring a diverse and inclusive workforce.

By embracing these actions, we can create a truly diverse and inclusive community where everyone feels valued, respected, and empowered to contribute their best.

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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 is the key to unlocking the full potential of the Right to Dream Group. We believe in investing in our people and providing them with the tools and resources they need to grow and thrive. We foster a culture of continuous learning, where everyone is encouraged to develop their skills and knowledge. We embrace innovation, challenge the status quo, and celebrate progress, no matter how small. Development is about empowering individuals to become the best versions of themselves and contribute to the growth of our global community.



LIVING THE RTD COMMUNITY VALUES

DEVELOPMENT



To cultivate a thriving culture of development at Right to Dream, we focus on:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Providing equal opportunities for development across all locations and departments. • Investing in and financing development opportunities for our staff. • Organizing CPD (Continuous Personal Development) events with external coaches and experts. • Focusing on staff development outside of the football departments. • Providing support for professional development courses and certifications. • Communicating potential career paths and opportunities for growth to our employees.	• Preaching about development without taking action to support it. • Focusing solely on player development at the expense of staff development.	• Conduct regular reviews and provide feedback to our employees. • Nurture a feedback culture where everyone feels comfortable giving and receiving constructive criticism. • Make internal opportunities for development available to our staff.

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!

LIVING THE RTD COMMUNITY VALUES

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 is the lifeblood of Right to Dream. It's the driving force that fuels our commitment to developing young talents and making a positive impact on our global community. We approach every task with enthusiasm, dedication, and a genuine love for what we do. Our passion inspires us to go the extra mile, to persevere through challenges, 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.



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PASSION



To keep our passion burning bright at Right to Dream, we focus on:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Maintaining a balanced passion that allows for work-life balance and prevents burnout. • Focusing our passion on the common purpose of the organization and working together towards shared goals. • Celebrating all types of success, both big and small, to acknowledge our achievements and inspire further growth. • Finding joy in more ways, both inside and outside of work, to maintain our enthusiasm and motivation. • Encouraging the right passion in others, fostering a culture of enthusiasm and dedication.	• Being overly sensitive to things that challenge our passion, recognizing that setbacks and obstacles are part of the journey. • Complaining about challenges instead of focusing on finding solutions, hindering our progress and creating negativity. • Worrying about external opinions, especially from those who don't understand our context or work.	• Have passion for being unique and pursuing our goals, even when faced with difficulties. • Encourage dreams and purpose, both in ourselves and others, to fuel our passion and motivation. • Bring energy and focus to our work, ensuring that we are fully engaged and committed to our goals.

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.

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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?

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