

DENMARK

LIVING THE RTD COMMUNITY VALUES





Our values were carefully defined through a collaborative process involving all staff members across our organization. Through workshops, discussions, and shared experiences, each of you has contributed with valuable input and insights that shaped these values to this point.

At Right to Dream and FC Nordsjælland, we believe that **Integrity, Passion, Teamwork, Development, and Diversity** form the foundation of our success. While these values unite us across all our locations, it's important to recognize that their interpretation may vary based on local context and culture. This diversity in understanding enriches our organization and makes us stronger.

What you'll find in the following pages is specifically how FC Nordsjælland's employees interpret and live these values in our Danish context. Your contributions have been invaluable in defining not just what these values mean to us in theory, but how they translate into everyday actions and behaviors.

We invite you to continue embracing these values, living them in your daily work, and contributing to our vibrant culture.

Together, we can continue building a community that makes a meaningful difference in global football and in the lives of everyone connected to Right to Dream.

Yours sincerely,

Christian, Dan, Flemming, Kasper og Katrine

INTRODUCTION TO RTD'S COMMUNITY VALUES



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.

Our values are not just words they are living principles that we strive to embody every day, wherever we are in the world.

We have five core values that unite us across our different locations



INTEGRITY



TEAMWORK



DIVERSITY



DEVELOPMENT



PASSION

LIVING THE INTEGRITY VALUE IN DENMARK



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 backbone of FCN. It's about being true to ourselves, our values, and our commitments.

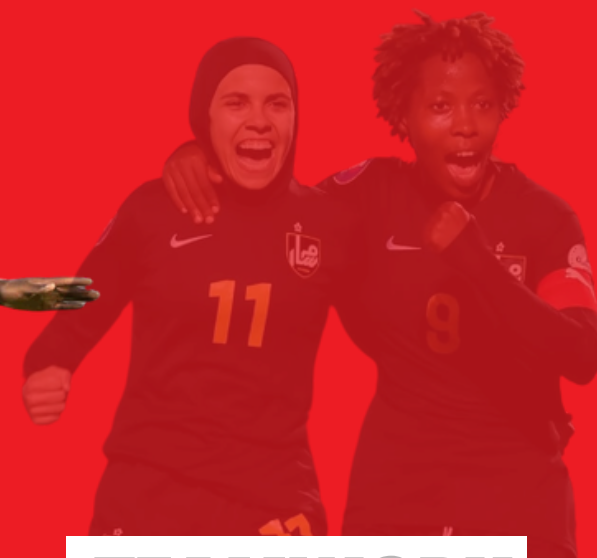
We lead by example, setting the standard for ethical behavior and transparent communication.

We trust each other to do the right thing, even when no one is watching, and we hold ourselves accountable for our decisions and actions.

To us, integrity is about being open and honest, respecting each other's work, and always striving to do what is best for our community.



INTEGRITY



TEAMWORK



DIVERSITY



DEVELOPMENT



PASSION

LIVING OUR INTEGRITY VALUE IN DENMARK



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

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Sticking to our words and promises. • Being transparent in our communication. • Reflecting on our actions and decisions. • Communicating directly and honestly with each other, fostering open and respectful dialogue. • Being consistent in our actions and behaviors, demonstrating our commitment to integrity. • Embracing our history and learning from our past experiences. • Focusing on the needs of FC Nordsjælland (FCN) and supporting its success. • Being vulnerable and authentic, allowing ourselves to be open and honest with each other.	• Talking about things without taking action, hindering our progress and effectiveness. • Blaming others for our mistakes, hindering our ability to learn and grow. • Doing things for show or because they look good, rather than because they are the right thing to do. • Complaining without taking action to address the issues, creating a negative environment. • Keeping secrets and not being transparent, hindering open communication and trust. • Spreading rumors and gossip, damaging relationships and creating negativity. • Moving on to new things without fully integrating our values into our daily work. • Using sarcasm that can be hurtful or misunderstood, hindering positive communication.	• Trust each other and believe in our collective ability to do the right thing. • Take responsibility for our actions and be accountable for our decisions. • Stay open, authentic, and challenging, fostering a culture of continuous improvement. • Accept that it is okay to disagree, but always leave the room united. • Provide constructive feedback to help each other grow and develop. • Engage in open and honest conversations, ensuring that everyone feels heard and understood. • Cooperate and share our knowledge and expertise, fostering a collaborative environment. • Act in the best interest of our players, ensuring their well-being and development.

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 TEAMWORK VALUE IN DENMARK



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 engine that drives FCN forward. We believe that together, we can achieve greatness. 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.



INTEGRITY

TEAMWORK



DIVERSITY



DEVELOPMENT



PASSION

LIVING THE TEAMWORK VALUE IN DENMARK



To foster a strong sense of teamwork within FCN means:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Meeting and greeting each other, fostering a sense of community and connection. • Getting to know each other on a personal level, building relationships and trust. • Being accessible across teams, fostering collaboration and communication. • Utilizing our colleagues' expertise and collaborating across team members. • Giving each other respect and space, recognizing the importance of individual contributions. • Aligning our expectations and ensuring that everyone is on the same page. • Allowing people to help and asking for help when needed, fostering a culture of support and collaboration. • Believing in the power of teamwork to bring out the best in everyone.	• Competing with each other, hindering our ability to work together effectively. • Creating silos and working in isolation, hindering communication and collaboration. • Misusing teamwork by involving everyone in every decision, hindering efficiency and effectiveness. • Not sharing responsibilities, leading to overburdened individuals and decreased morale. • Keeping secrets and not being transparent, hindering open communication and trust. • Making decisions without including relevant stakeholders, hindering inclusivity and collaboration. • Focusing on teamwork for trivial matters, hindering our ability to focus on important tasks.	• Work together towards the same goal, recognizing that our collective success is our shared success. • Maintain a healthy work-life balance, recognizing that our well-being is essential for effective teamwork. • Support each other through thick and thin, fostering a sense of community and camaraderie. • Be aware of each other's needs and challenges, fostering empathy and understanding. • Know each other outside of work, building stronger relationships and trust. • Utilize our strengths and compensate for each other's weaknesses. • Engage in community meetings to ensure communication and shared direction. • Leave room for reflection and feedback. • Share knowledge and work collaboratively, fostering a sense of shared responsibility.

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 DIVERSITY VALUE IN DENMARK



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 spice of life at FCN. 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 FCN, diversity is not just a value, it's a way of life.



INTEGRITY

TEAMWORK



DIVERSITY



DEVELOPMENT



PASSION

LIVING THE DIVERSITY VALUE IN DENMARK



To truly embrace diversity at FCN means:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Challenging ourselves with external perspectives and learning opportunities. • Learning about and showing interest in different cultures and subcultures, fostering a sense of curiosity and appreciation. • Organizing "culture days" to learn from each other's cultures and experiences. • Pushing for more diversity in our teams through recruitment and internal promotions. • Respecting the diversity within our organization and valuing the unique contributions of each individual. • Promoting equality regardless of title or role, ensuring that everyone feels valued and respected. • Allowing people to work differently, recognizing that diversity in approaches and styles can lead to greater innovation and success. • Looking for strengths instead of weaknesses, fostering a culture of appreciation and empowerment.	• Focusing solely on the diversity within FCN, recognizing that diversity encompasses all of Right to Dream's locations and beyond. • Dismissing different opinions and ideas, hindering our ability to learn and grow from diverse perspectives. • Being afraid to acknowledge and address other people's differences, hindering our ability to create an inclusive environment. • Engaging in inappropriate actions or words that can be hurtful or offensive, hindering our ability to build trust and respect. • Maintaining a silo mentality and working in isolation, hindering our ability to collaborate and learn from each other. • Adopting a "one size fits all" approach, hindering our ability to cater to the unique needs and perspectives of our diverse community.	• Include everyone and ensure that everyone feels valued and respected. • Use a common language within our teams and academies, fostering clear communication and understanding. • Join other teams and collaborate across departments, fostering a sense of shared purpose and collective success. • Be open, accepting, and curious about different cultures and perspectives. • Speak our minds and share our ideas and perspectives, fostering open and honest dialogue. • Respect different opinions and views, recognizing that diversity in thought leads to greater innovation and success. • Continue challenging prejudices and biases, fostering a culture of inclusivity and respect. • Continue embracing cultural values, recognizing that diversity is a source of strength and innovation.

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 DEVELOPMENT VALUE IN DENMARK



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 driving force behind FCN's success. We believe in fostering a culture of continuous learning and growth, where everyone is encouraged to reach their full potential. We provide opportunities for our players and staff to develop their skills and knowledge, both on and off the pitch. 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 community.



INTEGRITY

TEAMWORK



DIVERSITY



DEVELOPMENT



PASSION

LIVING THE DEVELOPMENT VALUE IN DENMARK



To cultivate a thriving culture of development at FCN, we focus on:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Providing more time, resources and opportunities for continuous learning and development for all staff, such as courses, training, and workshops both within and outside the club. • Rewarding the right intentions and efforts towards development. • Collaborating to enhance our development efforts and achieve greater results. • Being clear about our development goals and objectives. • Creating development plans for all employees, teams, and the organization. • Establishing clear pathways for employee development and career progression. • Sparring with other clubs to learn from their experiences and best practices. • Having achievable goals that motivate and inspire us to grow.	• Rushing the development process, recognizing that growth takes time and patience. • Assuming that age limits development, recognizing that everyone can grow and learn throughout their lives. • Making changes without a clear purpose or follow-through, hindering our progress and effectiveness. • Being too busy to focus on development, hindering our ability to grow and improve. • Being short-sighted and searching for quick fixes instead of investing in long-term development. • Neglecting our own well-being, hindering our ability to grow and thrive. • Focusing solely on performance at the expense of development, hindering our long-term success. • Being dogmatic and resistant to new ideas, hindering our ability to innovate and adapt. • Taking on tasks for which we are not qualified, hindering our ability to learn and grow effectively.	• Develop and prioritize all of our players. • Challenge each other to grow and improve. • Focus on the individual within a team setting, recognizing that individual growth contributes to collective success. • Promote from within the club, recognizing and rewarding the talent and potential of our staff. • Maintain a feedback culture, providing regular opportunities for constructive feedback and evaluation. • Encourage and challenge our players and coworkers to grow and develop. • Inspire each other to reach our full potential. • Develop internal talent between departments, fostering collaboration and cross-functional growth. • Strive to become as good as possible, both individually and as a team.

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 FCN!

LIVING THE PASSION VALUE IN DENMARK



*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 heart and soul of FCN. It's the driving force that fuels our commitment to developing young talents and making a positive impact on our 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.



INTEGRITY

TEAMWORK



DIVERSITY

DEVELOPMENT



PASSION

LIVING THE PASSION VALUE IN DENMARK



To keep our passion burning bright at FCN, we focus on:

DOING MORE OF	DOING LESS OF	CONTINUING TO
• Celebrating successes, both individual and team accomplishments. • Engaging in passionate conversations and debates. • Investing in ourselves and our personal growth, recognizing that our well-being is essential for our passion to thrive. • Maintaining a healthy work-life balance. • Supporting each other during challenging times, fostering a sense of community and camaraderie. • Remembering our "why" and staying connected to our purpose, ensuring that our passion is fueled by a deeper meaning. • Always giving our best within our capacity, recognizing that passion is about dedication and commitment. • Showing compassion and empathy towards each other, fostering a supportive and caring environment.	• Taking our passion for granted, recognizing that it is a precious gift that should be nurtured and cherished. • Being overly affected by sporting outcomes, recognizing that passion is about the journey, not just the destination. • Focusing solely on our own passions, recognizing that we are part of a team and that our passions should contribute to the collective good. • Dwelling on problems and challenges, recognizing that passion is about finding solutions and creating positive change. • Exploiting people's passion, recognizing that it should be respected and valued, not taken advantage of.	• Find joy in our work and approach every day with enthusiasm and dedication. • Embrace vulnerability and share our passions with each other, fostering a culture of openness and authenticity. • Remember that we have the pleasure of working in a football environment, and let that passion inspire us every day. • Continue to go above and beyond, recognizing that passion is about exceeding expectations and making a difference. • Care for the details, recognizing that passion is about precision and excellence. • Be dedicated to developing our players, recognizing that their success is our passion. • Celebrate each other's successes, recognizing that our passion is contagious and inspires others. • Get involved and contribute to our community, recognizing that passion is about making 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 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 leader or People Partner:

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PASSION