

ARMADA

FUTBOL CLUB

MISSION

To cultivate a culture of excellence by fostering sportsmanship, competitive spirit, and personal development within a supportive, family-oriented environment.

VISION

To be a leading youth soccer club recognized for elite player development, strong community values, and a passion for the game. Our vision is to create an environment where athletes reach their full potential, teams compete at the highest levels, and lifelong character traits are instilled through the sport of soccer.

CORE VALUES

PLAYER DEVELOPEMENT

Focus on technical, tactical, physical, and mental growth to help every athlete reach their full potential.

SPORTSMANSHIP

Compete with integrity, respect, and fairness, representing our club with class on and off the field.

COMMITMENT

Dedication to continuous improvement, hard work, and perseverance in training and competition.

FAMILY & COMMUNITY

Foster a supportive, inclusive environment where players, families, and coaches build lasting relationships.

EXCELLENCE

Strive for the highest standards in coaching, training, and competition to help our players succeed at every level.



COACHING CORE VALUES

01.

PLAYER DEVELOPMENT

- Plan your Sessions in Playmetrics; emphasize technical, tactical, physical, and mental growth
- FIFA Warm-Up - Do It. It's part of Armada
- Complete your winter and spring player evaluations
- Provide individual feedback and set development goals for each player
- Encourage creativity and decision-making on the field
- Foster a growth mindset by emphasizing effort and progress over results

02.

SPORTSMANSHIP

- Lead by example. Set the tone for the Code of Conduct and Principles learned via Safesport at all times
- Become familiar with the Referee Abuse Policy and educate your players and parents on it
- Reinforce positive communication and fair play in both training and games
- Address unsportsmanlike behavior immediately with constructive guidance
- Celebrate acts of sportsmanship, such as helping an opponent or respecting officials

03.

COMMITMENT

- Set clear expectations for attendance, effort, and attitude
- Hold players accountable for their dedication to training and games
- Teach resilience by helping players learn from setbacks and mistakes
- Lead by example, demonstrating dedication to ongoing coaching education and improvement
- Prioritize all coaches' meetings
- Be responsible for Armada equipment and proper usage protocols

04.

FAMILY & COMMUNITY

- Stay in tune with your group
- Create an inclusive, welcoming environment for players and families
- Organize team-building activities and team dinners at tournaments
- Maintain open communication with parents while focusing on player growth
- Encourage teamwork and strong relationships between players

05.

EXCELLENCE

- Lead by example. Always in uniform. Timeliness.
- Prepare well-structured, high-quality training sessions
- Weekly communication with club directors and team
- Set high but achievable standards for effort, discipline, and performance
- Stay up to date with coaching methods and best practices
- Stay Humble. Receive and Apply Constructive feedback
- Pursue higher licensure
- Encourage players to push beyond their comfort zones and strive for continuous improvement