



Bunaíodh 1884.



Ambitious Brave United

CLUB CULTURE

The New Tower's Way

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Cumann an Chloighthí Cluain Dolcáin



17 October 2022

Dear Member,

As part of our 'Towers Abú' initiative I am delighted to announce that the Executive Committee have launched the outputs from the Cultural Workshops that were held earlier this year.

A major finding of our Strategic Review in 2019 was that Round Towers had fallen behind many clubs in Dublin and for a club of our size and with our resources, we could do better in many areas.

One of the main pillars of successful teams and clubs is culture. With this in mind, the club held a number of facilitated workshops where our own club members identified acceptable behaviours and actions across the entire club spectrum. These behaviours and actions are aligned to our club values and will enhance our club culture and will form a pillar on which we can build upon to help us fulfil our club mission to 'Create an environment where success is inevitable'.

This small booklet contains lists of expected standards, actions and behaviours identified by our members during the Cultural Workshops and they now form a commitment from Round Tower GAA Club. At the request of our members who attended the cultural workshops, the behaviours and standards listed, come into immediate effect and are non-negotiable.

Our club mission is 'To create an Environment where success is inevitable'. By establishing a 'New Towers Way' in the form of best-in-class culture, we will lay the foundation stones to achieve our goals.

As Mentors and Coaches of our juvenile teams, you are major influencers in our club. It is up to us all to set the standards!

Is mise le meas,

Andriú Ó Cróinín

Andrew Cronin
Chairman

ESTABLISHING A CLUB CULTURE EXECUTIVE COMMITTEE

RESPECT	INTEGRITY	EXCELLENCE	ONE CLUB ONE IDENTITY
<ul style="list-style-type: none"> • Listen to our members • Include Culture on Agendas for Exec Meetings • Create a Safe Environment • Communicate Effectively • Be open and transparent • Be welcoming • Use positive language • Live up to commitments and obligations • Identify methods for the Executive to reinforce behaviours • Actively look to promote Inclusivity and Diversity • Provide timely information • Show gratitude • Show empathy 	<ul style="list-style-type: none"> • Be transparent • Be Honest • Follow through on commitments • Set and maintain standards • Be accountable • Demonstrate consistency • Be accessible • Be ethical in approach • Consider feedback constructively • Take Responsibility • Trust our members 	<ul style="list-style-type: none"> • Live the standards • Pay bills on time • Be open to peer review • Provide the best possible facilities • Set (Minimum) standards for “Lead Mentors” • Proactively deal with neighbours • Keep Processes and Policies under review. • Define acceptable behaviours on the side-line 	<ul style="list-style-type: none"> • Establish a focused Comms Committee. • Have active, comprehensive, and timely communication • Establish equality across all codes and treat all codes/ teams/sections the same in terms of support • Maintain a singular approach to Club Gear – Promote and invest in this • Promote the history of the club. • Establish the culture and set of standards and values that are understood, implemented, and accepted throughout Round Tower GAA Club • Be Proud • Have Courage • Be welcoming and inclusive • Be familiar to and with mentors, coaches and parents



ESTABLISHING A CLUB CULTURE ADULT AND JUVENILE COACHES

RESPECT	INTEGRITY	EXCELLENCE	ONE CLUB ONE IDENTITY
<ul style="list-style-type: none"> • Adhere to club rules • Be welcoming, open and transparent • Have a positive attitude with the group and with all club stakeholders • Set group standards • Be clear on standards of behaviours and performance of the team and mentors • Outline acceptable behaviours on the side-line for parents and supporters • Create a Safe Environment • Communicate effectively, and with respect, to all stakeholders • Use positive language – no bad language • Live up to your commitments and obligations • Actively look to promote inclusivity and diversity • Be a role model • Respect, appreciate and acknowledge referees • Respect club facilities • Promote and encourage respectful behaviours by our players to all stakeholders, starting with referees. • Do not cancel without notice • Be fair with game time 	<ul style="list-style-type: none"> • Be accountable for your actions • Be honest with players and parents • Follow through on commitments • Be clear on the importance of sportsmanship • Accept guidance and constructive feedback • Demonstrate consistency • Be accessible • Be ethical in your approach • Be familiar with mentors, coaches & parents • Be proud • Be tolerant • Avoid a culture of blame, seek a culture of accountability 	<ul style="list-style-type: none"> • Establish realistic goals • Engage in education supports – Attend coaching courses. Openly encourage and promote among coach group the progressive supportive and informative education supports. • Be ambitious with a positive attitude • Prepare all training sessions • Prepare pitches for matches • Be on time • Encourage ownership amongst players (age appropriate) • Develop a leadership group amongst the team (age appropriate) • Share responsibility and workload to bring optimal standards of coaching • Encourage Towers players to be the best they can be. • Maintain discipline amongst the team • Make excellence fun and friendly • Celebrate success • Seek continuous improvement 	<ul style="list-style-type: none"> • Educate yourself the on the club history and community heritage • Be a positive ambassador for Round Towers • Promote all club values at all times • Encourage all players to pay membership and encourage parents to become club members • Follow the club's singular approach to Club Gear and promote the club shop • Establish the culture and set of standards and values that are understood, implemented, and accepted. • Be committed to all codes and facilitate different codes with training times if relevant – Communicate clearly to parents the compromises and accommodations necessary to facilitate all codes (age appropriate) • The club needs to engage with local schools. Be part of the process • Promote volunteering amongst parents • Be active in policies to retain players • Support other teams • Encourage mentors and parents to use the clubrooms • Organise events for your team in the clubrooms • Source sponsorship • Use the club communication channels to promote success and significant club events • Attend AGMs and meetings when asked

UNACCEPTABLE BEHAVIOURS

EXECUTIVE	ADULT COACHES	JUVENILE COACHES
<ul style="list-style-type: none"> • Disrespectful • Inconsistent • Unprofessional • Favouritism • Deceit • Dismissive/Contempt • Accepting of Rules being broken • Lack of Accountability • Ignoring Bad Behaviour • Lack of Consequence • Bad Communication • Being Uninformed 	<ul style="list-style-type: none"> • Late for Training • Unprepared for Training – no plan, missing equipment, poor quality equipment etc... • “Do as I say not as I Do”. • Challenging referees • Encroaching on the field of play • Negative Criticism • Inconsistency in approach. • Ignoring “Bad” behaviours • “Rewarding” bad behaviour. • “Closed” to feedback from players. • Not involving players in the process. • Not listening enough. • Lack of Player Welfare. • Negativity • Dishonest • Lack of Clarity on Expectations – Behaviours & Performance • Not Full Committed • Poor Communication • Poor Delegation • Insufficient feedback/Constructive Feedback 	<ul style="list-style-type: none"> • Rude • Aggressive, • Abusing Referee • Dismissive • Unprofessional • Anti-Social Behaviour • Ignoring “Bad” behaviours • Bad Language • Negative Criticism • Inconsistency • Overly Involved – no control on side-line • Not communicating ground rules • Not listening enough • Lack of Player Welfare • Negativity • Dishonest • Lack of Clarity on Expectations – Behaviours and Performance • Not Full Committed • Poor Communication • Poor Delegation • Insufficient feedback/Constructive Feedback



HOLDING OURSELVES ACCOUNTABLE

EXECUTIVE	ADULT COACHES	JUVENILE COACHES
<ul style="list-style-type: none"> • Annual Survey • Outline to the AGM the behaviours expected from the Executive Committee and all club members • Include on Agenda of Executive Meetings • Have all committees report on how they are monitoring the performance of their stakeholders • Set Targets and review regularly • Communicate the behaviours to the members • Issue progress reports to the members • Be clear on expectations • Introduce “Our Values” into our conversations • Be ‘Role Models’ for good behaviour 	<ul style="list-style-type: none"> • Create a charter for Coach Behaviour • Include a Behaviour review as part of ongoing peer review process • Have Personal Accountability • Include on Agenda of Adult Games Committee • Outline to your players the behaviours you are going to display (across the four headings) and ask them to hold you accountable • Have a “Culture Workshop” with your team to agree the behaviours for the team and discuss how to hold each other accountable • Speak to the leader(s) within your team and discuss their role in leading by example • If you don't have leader, identify leaders in the group, and develop their leaderships skills 	<ul style="list-style-type: none"> • Create a charter for Coach Behaviour • Include a Behaviour review as part of ongoing peer review process • Have Personal Accountability • Include on Agenda of Juvenile Games Committee • Have a “Culture Workshop” with your team to agree the behaviours for the team (age appropriate). At ages where it isn't appropriate to have a workshop, introduce to your team the behaviours expected and the accountability process • Recognise good behaviour • Be Clear on Standards • Outline to your players the behaviours you are going to display (across the four club values) and ask them to hold you accountable





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