REDEFINE THE WIN
CAROLINA
FOOTBALL CLUB

LEARN MORE HERE

We are all familiar with the word "win". We have all experienced a "win" in some form in our lives. As a soccer club, we strive for excellence. That's it. Excellence is a culture not an event. If we can create a culture of excellence, winning becomes a welcome byproduct.

With that said, even in a loss, we want our soccer community to operate in excellence. Win or lose, handle the emotion of the beautiful game with class and respect the game. With that mindset, you never "lose". You learn.

Walking away from a match with fewer goals than the opposing team now makes you a hungry student versus a frustrated loser. It's all about the perspective we choose.

This is also how we redefine the "win".

With a mindset developed in a culture of excellence, even coming out on top in a match, there is an understanding that we could've been better, there is still room for improvement. We never stop learning.

For our youth soccer players, this is the culture we need to embrace (as adults, fans, parents, etc.) to show them that there are far more "wins" than what shows up on a league table.

That's our culture. Excellence.

That's the air that youth developmental soccer breathes, in order to be effective. True development takes place in an atmosphere of excellence. Realistic goals based on player/team progression are a must and must be embraced by players, parents and coaches.

If your team goal was to build on a previous season with little quantifiable success and you aim to reach the middle of the table or simply qualify for a cup, and you do that, you've won. Period. Your season was a success. Beyond that, if you end up winning the league or the cup, those results become "icing on the cake".

This is what we strive for. In every training session, in every match. Redefining the "win" by choosing the perspective of excellence as we all develop, as players, coaches and even parents. We all benefit, as a society, from creating and embracing a culture of excellence.

Let's create excellence. Let's go get that "W".

Watch the #RedefineTheWin video here.