



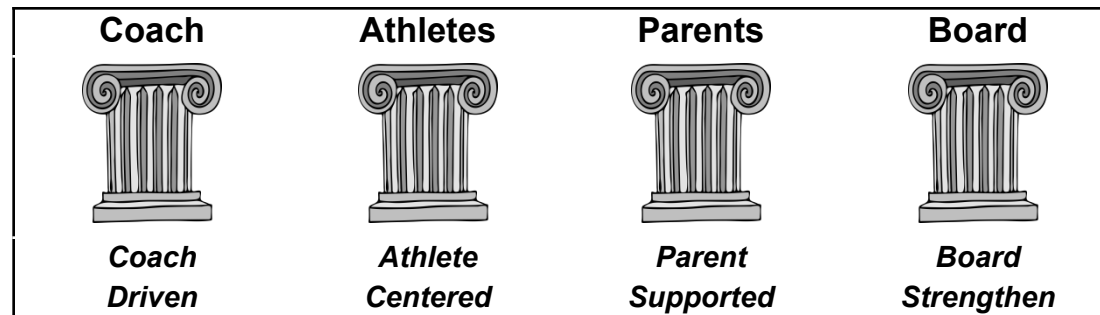
THE FOUNDATION, CULTURE AND GUIDING PRINCIPLES OF THE SURREY KNIGHTS SWIM CLUB

Great organizations are built on unwavering principles that stand the test of time—guiding the group through good times, challenges, and everything in between. They provide a clear, strong foundation that serves every stakeholder.

For the Surrey Knights Swim Club, these principles create growth, opportunity, continuity, and excellence for everyone, ensuring a lasting legacy.

Our Foundation:

- **Club Mission:** *“Creating the opportunity to achieve excellence in life through swimming.”*
- **Club Motto:** *“Quest for Excellence.”*



Like legs of a chair - all 4 pillars are needed to hold the structure stable. Your role and influence is big on others and the team. The reality is, each one of us is a pillar on the team and you influence/affect others!



To ensure the success of the team, each of us, as a member of the Surrey Knights Team, have a responsibility to support a **Team First Mentality**, supporting every athlete from novice to national level. Commitment, effort, and teamwork are the foundations of our program.

While the journey of competitive swimming requires individual dedication, the heart of our culture is built on the strength of the team. We train together, compete together, and represent SKSC as one. No swimmer, parent, or coach is bigger than the team—our decisions are guided by what is best for the collective whole, ensuring consistency, accountability, and fairness across all levels.

Our Team Philosophy: The Power of the Pack

At Surrey Knights Swim Club, we believe that individual greatness is unlocked through collective strength. Competitive swimming may look like an individual sport when an athlete is on the blocks, but everything that leads to that moment is built on the power of the team.

To bring our team-first mentality to life, we acknowledge the following four core standards:

1. **One Team, One Pathway**
From our newest entry-level swimmers to our senior national competitors, every athlete is a vital part of the Knights family. We share the same pool space, wear the same cap, and live by the same core values. Older swimmers lead and inspire; younger swimmers bring energy and enthusiasm. Together, we build a seamless pathway of growth.
2. **Culture Over Comfort**
Success requires an environment where everyone holds each other to a high standard. A true team-first culture means showing up for morning practices for your lane mates, cheering until the last heat finishes, and bringing positive energy even on tough training days. We lift each other up when sets get hard.
3. **Collective Success & Fair Alignment**
No single athlete, parent, or coach is bigger than the program. Decisions regarding squad placements, lane assignments, relay teams, and event selections are made with fairness, transparency, and the overall health of the club in mind. When the team wins, every individual benefits.
4. **Shared Responsibility (Swimmers, Parents & Staff)**
Building an exceptional team requires an active partnership between three groups:
 - **Athletes:** Arrive prepared, listen to coaching, support teammates, and give honest effort.



- **Parents:** Model sportsmanship, respect program decisions, volunteer time, and allow coaches to coach and swimmers to swim.
- **Coaches & Leadership:** Provide expert technical instruction, foster a safe and positive environment, and communicate with clarity and integrity.

SKSC Core Values

As a competitive swim team, the Knights are built upon six fundamental core values that all members should encompass. These core values are the essence of our organization, supporting our team first philosophy — our belief system, our foundation, and what we hold close to our hearts.

1. **EMBRACE THE JOURNEY** (*Value the Process*)

The path to excellence is a journey we all take together. You will experience ups and downs, wins and setbacks, breakthroughs and disappointments. Value every step for what it teaches you—building not just faster athletes, but better individuals, supportive parents, and dedicated volunteers. *Dr Keith Bell perhaps said it best “the journey is more important than the destination”*

2. **SHOW RESPECT** (*Respect the Process*)

Respect is easy when things are going well; it is tested when challenges arise. The road to success is never easy. Respect your personal goals, honor the work of your teammates, and trust the guidance of our coaches and the training program set before you.

3. **ALL IN, TOGETHER** (*Contribute to the Process*)

Excellence requires active participation. Contribution goes beyond paying fees—it means bringing positive energy, leading by example, and living our Mission and Motto in and out of the pool. When athletes, parents, families, and coaches all contribute, our potential is limitless.

4. **STAY COMMITTED** (*Commit to the Process*)



Real commitment is rarely convenient or easy, but the most rewarding achievements require it. Being a successful SKSC swimmer, parent, volunteer, or coach takes an unwavering desire to improve. We value the dedication it takes to reach goals, hold ourselves accountable, and support others along the way.

5. *GUARD THE CULTURE* *(Protect the Process)*

Protecting our environment is vital to our shared success. We actively safeguard our team culture from negative or distracting influences. We speak positively about staff, teammates, and the program. When issues or concerns arise, we address them directly, openly, and professionally through proper channels.

6. *RACE TO EXCELLENCE* *(Pursue Swimming Excellence)*

Fast swimming, disciplined training, and thoughtful preparation are at the core of the Knights identity. Every member should set ambitious goals that drive personal growth and elevate team performance.

“As a team, we must all value and commit to the process of faster swimming.”

Well Beyond the Walls!

A swimmer’s journey with us extends far beyond the pool deck. As athletes progress through our pathway, they build a strong technical swimming foundation while developing essential life skills—including teamwork, consistency, time management, and self-discipline. These habits empower our athletes in the water and prepare them for success in life, well beyond the walls of the pool!

“Providing opportunities to achieve excellence in life through competitive swimming”