

Brent Coralli's Latest Blog Talks about Sting Soccer's Mission

You can tell a lot about a company simply by reading its mission statement. The process of cutting to the very core of an organization and describing its essence is an extremely difficult task, ask any CEO who's had the challenge of composing one. In Brent Coralli's latest blog, the CEO of Sting Soccer reveals the importance of his youth soccer club's mission and why it strikes a chord with his girls, on and off the field.

“Because of the tremendous responsibility we feel for our athletes and their families, we spent a great deal of time and thought on the creation of the Sting mission,” said Brent Coralli, CEO of Sting Soccer. “It's what we believe and what guides our day-to-day, year-to-year actions.”

The Sting Mission

There is little doubt where Brent Coralli, his coaches and staff at Sting Soccer place their emphasis. It's reflected in the organization's mission statement.

To support through our coaches, administration and player policies the idea of The Education of Life Through Soccer. Teaching the importance of having a strong moral foundation and building strong, young females in a way that is conducive to player development and advancement. The pillars of this foundation are rooted in the following key areas of development.

--- **Pride**

--- **Tradition**

--- **Character**

--- **Commitment**

--- **Leadership**

To provide all players the opportunity to meet their fullest potential. Teaching teamwork, sportsmanship, technique, skills, athleticism, and tactics in a way that is specific to every player's development needs.

To provide exceptional young players with the professionalism, coaching and structure to compete at local, state, national and international levels in order to gain exposure to maximize opportunities beyond the club competition level.

Taking a Lot of Pride

The first pillar of the Sting Mission – **Pride** – is a simple word but a complicated concept to grasp. Watching these young athletes on that video (above) practicing on a cold, winter night suggests the power of pride to drive results.

“We work hard to instill pride in the young women who play for our club,” said Brent. “We want them to know that it’s okay to rely on a man, but that they don’t have to. We want them to hold their heads up high and be proud of what they have done. If they fail, that’s okay too, because they have shown pride in their actions.”

To read more about Sting’s mission and first pillar – pride – please read the entire blog.