



Hull Hockey's Operational Framework

Guiding Everything We Do Through the Four C's

Our Values as a Business

At Hull Hockey, we're more than a hockey company. We're a community built on relationships, trust, and a passion for helping athletes grow. As a small business, every interaction matters. The way we coach, communicate, support our families, and treat one another shapes the experience people have with Hull Hockey.

We've built our organization around four core principles that guide everything we do. Whether we're on the ice, in the office, or connecting with a family, these values help us make decisions, stay accountable, and deliver the kind of experience we'd want for our own players and families.

These are our Four C's:

- **Culture**
- **Coaching**
- **Communication**
- **Customer Service**

1. Culture

Culture is what people feel when they participate in Hull Hockey.

Our culture begins with the relationship between the coach and the player. We believe athletes learn, grow, and gain confidence when they feel respected, supported, and challenged by coaches who genuinely care about their development.

Every interaction is an opportunity to build trust. We create an environment where players feel encouraged to ask questions, embrace mistakes as part of learning, and push themselves to improve. By fostering strong relationships built on accountability, positivity, and mutual respect, we create a culture where athletes enjoy coming to the rink and are motivated to become the best version of themselves, both on and off the ice.

2. Coaching

Everyone at Hull Hockey is a teacher.

One of the biggest lessons I learned early in my coaching career was that great programs are built by great coaches. Talent matters, but the ability to teach, connect, and inspire is what truly separates exceptional coaches from the rest. At Hull Hockey, we believe coaching is teaching, and teaching is coaching. One of the most important ways we create a meaningful learning environment is by helping players understand the 'why' behind everything we teach. When athletes know the purpose behind a drill, a skill, or a decision, they become more engaged, make better decisions on the ice, and develop a deeper understanding of the game. We don't just want players to know *what* to do, we want them to understand *why* they're doing it.

3. Communication

Trust is earned through honest, consistent communication.

From the very beginning, Hull Hockey has believed that strong relationships are built through consistent and honest communication. We are committed to keeping our players, families, and staff informed by being transparent, setting clear expectations, and communicating with integrity. We believe that when people know what to expect and feel included, trust grows, and that's the foundation of every successful relationship. At Hull Hockey, we communicate early, clearly, honestly, and respectfully.

4. Customer Service

Every interaction shapes our reputation.

Families have many choices when it comes to hockey development, and we believe they choose Hull Hockey because of the experience we create. Every interaction is an opportunity to make a positive and lasting impression. That means being approachable, taking the time to learn players' and families' names, responding promptly, following through on our commitments, and addressing concerns with urgency and care. We don't just strive to meet expectations, we look for opportunities to exceed them by creating memorable experiences that build trust, strengthen relationships, and keep families coming back year after year.

Living the Four C's

The Four C's are not independent, they work together to shape every experience at Hull Hockey. A strong culture empowers great coaches. Great coaches build trust through meaningful communication. Clear communication creates exceptional experiences for our players and families, and those experiences reinforce the culture we've worked so hard to build. It's a continuous cycle that defines who we are and how we serve our hockey community.
