



# Words important to ownership:

1. We **Believe** in ourselves, our **community** and the people of **Oklahoma City**.
2. We value **Transparency** and operate with **Integrity**.
3. We are **Humble, Modest,** and **Respectful** of all.
4. We **Work Hard, Improve** and reach for **Excellence**.
5. We are **Inclusive, Collaborative** and **Accessible** to all.
6. We value our **Relationships** and are **Loyal** to our team, partners, supporters and our community.
7. We compete to win on and off the field, reflecting the values and **aspirations of our city**.
8. We are **Enthusiastic** and are an agent of **Positive** change.
9. We are **Innovative** and look to **eliminate all barriers**.
10. We are **Authentic** to the sport we play and to the people with whom we **interact**.
11. We believe that Oklahoma is **Better than OK** and strive to prove this to the rest of the world.



**A strategic  
voice.**

# The Energy vision.

Establish Oklahoma City Energy FC as an internationally-acclaimed football club that unifies our city in Energy green.



# The Energy mission.

Oklahoma City Energy FC is dedicated to building a world-class football club by elevating the quality and character of our team and our community - for the love of the sport, our fans and our city.



An aerial, high-angle photograph of a large baseball stadium filled with spectators. The stadium is packed with fans, and the field is visible on the left side. The text "Refining our core values." is overlaid in the center in a large, white, sans-serif font. The overall tone is dark and professional.

**Refining our  
core values.**



# Leaders.

We lead our team, community and sport by playing with character, confidence and respect.

*Origins:*

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*Competition | Play | Interaction | Respectful | Humble | Modest*



**“Oklahoma City has always been  
at its best with people pulling on  
the same rope.”**

- Mayor Mick Cornett



# United.

We share the aspirations of our city focused on growth and connection.

*Origins:*

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*Oklahoma City | Aspirations of Our City | Community | Relationships | Loyalty*



**“In sports, and life for that matter,  
the path to any success isn’t an  
unimpeded, upwards ascent  
without obstacles.”**

- Cody Laurendi



# Determined.

We believe work conquers all – with grit, precision and continued focus on advancing our performance.

*Origins:*

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*Work Hard | Improve | Excellence | Grit | Work Conquers All | Proud*

# Team.

We only win when we work as a team – regardless of beliefs, abilities and background.

*Origins:*

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*Eliminate Barriers | Accessible | Inclusive | Collaborative*





**“If you can commit to something,  
work hard, treat others fairly  
and with respect – great things  
can happen.”**

- Tim McLaughlin

# Catalyst.

We are bold agents of positive change, on and off the pitch.

*Origins:*

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*Innovative | Positive Change | Believe | Enthusiastic*





**“We want to win, but more importantly we want to win with quality and with character.”**

- Bob Funk Jr.

# True.

We are true to ourselves, the sport and our fans – operating with integrity, transparency and trust.

*Origins:*

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*Transparency | Integrity | Loyal | Authentic*



**We are:**

**Leaders.  
United.  
Determined.  
Team.  
Catalyst.  
True.**

# Our Values:

Leaders	United	Determined	Team	Catalyst	True
<p>We lead our team, community and sport by playing with character, confidence and respect.</p> <ul style="list-style-type: none"><li>• Competition</li><li>• Play</li><li>• Interaction</li><li>• Respectful</li><li>• Humble</li><li>• Modest</li></ul> <p><i>“We have the talent and unity to go back to the conference final.”</i></p> <p>– Juan Pablo Guzman</p>	<p>We share the aspirations of our city focused on growth and connection.</p> <ul style="list-style-type: none"><li>• Oklahoma City</li><li>• Aspirations of our city</li><li>• Community</li><li>• Relationships</li><li>• Loyalty</li></ul> <p><i>“Oklahoma City has always been at its best with people pulling on the same rope”</i></p> <p>– Mayor Mick Cornett</p>	<p>We believe work conquers all –with grit, precision and continued focus on advancing our performance.</p> <ul style="list-style-type: none"><li>• Work Hard</li><li>• Improve</li><li>• Excellence</li><li>• Grit</li><li>• Work Conquers All</li><li>• Proud</li></ul> <p><i>“In sports, and life for that matter, the path to any success isn't an unimpeded, upwards ascent without obstacles.”</i></p> <p>– Cody Laurendi</p>	<p>We only win when we work as a team – regardless of beliefs, abilities and background.</p> <ul style="list-style-type: none"><li>• Eliminate barriers</li><li>• Accessible</li><li>• Inclusive</li><li>• Collaborative</li></ul> <p><i>“It’s not about one player or two players, it’s about a whole team helping their teammates win – it’s a group philosophy.”</i></p> <p>– Steve Cooke</p>	<p>We are bold agents of positive change, on and off the pitch.</p> <ul style="list-style-type: none"><li>• Innovative</li><li>• Positive change</li><li>• Believe</li><li>• Enthusiastic</li></ul> <p><i>“If you can commit to something, work hard, treat others fairly and with respect – great things can happen.”</i></p> <p>– Tim McLaughlin</p>	<p>We are true to ourselves, the sport and our fans – operating with integrity, clarity and trust.</p> <ul style="list-style-type: none"><li>• Transparency</li><li>• Integrity</li><li>• Loyal</li><li>• Authentic</li></ul> <p><i>“We want to win but more importantly we want to win with quality and with character.”</i></p> <p>– Bob Funk Jr.</p>

