

Wear your shirt with pride

High performance isn't for everyone – it is for the best

Wearing the South African shirt and representing your country is an honour that we are proud of. We take it as responsibility to live up to the standards and values of this code not just in competition but in every day's training. We take pride in living up to our values and to represent Badminton South Africa in the best possible way.

Know your purpose

Aim high, believe and commit

If you aim high a lot of people may say you can't do it. Don't listen to them but chase your dreams! Commit to your goals and let them determine your actions. You are dreaming big? Start acting big now! Don't let anyone hold you back. We're here to aim high and we believe we can do it!

No jerks

We value our relationships

Getting better is a team effort. Athletes that think they are above the team don't fit into our culture. Leave your ego at the door and look after the people around you! Never be too big to do the small things and look after your team mates when they are struggling! E.g. be on time, say thank you and clean up after yourself!

Show up

It all starts with showing up every time – and to come prepared!

Just being there is not enough! Our training always is competitive! Showing up means you are ready to leave everything on court. Your training courts are a holy place that you honour with maximum effort and focus whenever you step on them! Come prepared as if it is a tournament. We go 100% already in the very first exercise and as long as we can!

Do the right thing

Every shot counts

Your success comes down to your everyday choices. You build your excellence in little steps by constantly doing the right thing. And doing so is no rocket science. Is it ok to leave out a warm up or cool down? No! Is an easy mistake acceptable after a good rally? No!

It's all the little things that make the difference but you always have to just do it. Don't cut corners on the way. Every shot, every repetition, every exercise count! Do the right thing even when no one's watching!

Get comfortable outside of your comfort zone

Push your limits

You don't grow in areas that you are already comfortable in. Doing the right thing as well as you can means you are leaving your comfort zone! Remember: We're here to get ready for the toughest competitions. Someone is pushing you out of comfort in training? Great, thank them! And then pay the favour back! Feed competitively. Look at how you can make things more difficult for yourself.

Be the best on your worst days

Our behaviour when it gets tough makes the difference

Everyone can perform and win on a good day. What separates the best from the rest are the difficult days. We embrace them as a chance to overcome obstacles and learn something. We are the most resilient when it gets tough. We do the right thing not only when we feel great but especially when we don't! We never stop fighting and we never have poor body language!

Be the best at getting better

Look for chances to grow all the time

We don't rely on our "talent" to automatically bring us forward. Process is all about growing and improving somewhere. There's something you are struggling with? Great! Take on the challenge and get great at it. Train it after the session! It's not about how good you are, it's about how good you will be. Make sure you stay humble and keen to improve whenever you come to training!

Make your team mates better

Be the best training partner you can be

Imagine having a whole group of people helping you to get better rather than just one (yourself). We make it one of our core principles to help our training partners to get better. Better training partners also equals better training for ourselves. We coach our teammates and support each other. And yes, Badminton is a team sport in training and we will be the best team! Most importantly, we promise each other 100% of focus while we are feeding!

Reflect your training

No excuses – admitting mistakes a key strength

Always ask yourself: what was good? But also struggles, mistakes and wrong decisions are the best coach you can get if you are open to learn from them. If you want to learn faster, be ready to fail more. If you look for excuses for your mistakes you won't learn. There's no shame in failing – everybody does that – but there's shame to not acknowledge it. Before you leave training, always ask yourself: what was good and what can I do better next time?

Go the extra mile

If you want to beat someone, make sure you work harder than them

Nothing can replace putting in the work. Don't look for shortcuts to success because there are none. Look at what you can do extra! Discipline is the key, be ready to sacrifice! Hard work

beats talent any day. No one is outworking us! We earn our right to win in training! Always ask yourself: what else can I do?

Own it

Take responsibility

Take ownership for everything you can control, don't rely on anyone else to fix your problems. Not everything is always going to be perfect for you but never use that as an excuse. Always focus on yourself first before focusing on others. Ask yourself: What can I do to improve?

Positive energy

If everyone had your attitude, would this be a place you enjoy?

Yes, high performance comes with high demands and sacrifices. But it is also the greatest thing ever! Showing up for our training doesn't only mean looking after your best effort every day but also looking after an inspiring and positive atmosphere while doing so! Make sure people enjoy having you on court! Be positive and inspiring!

Be coachable

Accept the tough truths

If your coach is hard on you and asks a lot of you it only means that he or she really cares about you and wants to help. It's not about what you want to hear but what you need to hear. Always take feedback as a chance to learn. Look your coach in the eye when they speak to you and listen carefully!

It's about the process

Let's grow together

Yes, we have high expectation. We are looking for highest standards and that is not for everyone. But we don't expect anyone to get there immediately. Show us that you are willing to commit and you get all support on th