Changing
The Club Culture

Presented by

Tom Goodman, M.Ed.

Definition

Club Culture

Shared goals, attitudes, values, and practices that characterize our Club

Change the Story

- In order to change our club culture, we must change our story.

- What is the Story?...It's what is being said about our club out in the community.

Change the Story

- If our story is a negative story, we must change it…
  - Club doesn't understand their Mission
  - Board can't get anything done…members can't agree to "agree or disagree"
  - Membership doesn't know what's going on with the Club's programming
  - Player development is below average

Why Change the Culture?

- Members of the Club don't share the same
  - Goals
  - Attitudes
  - Values
  - Practices

How?

- Changing Club Culture requires
  - Identifying/confirming your Mission
  - Assessing your ability to fulfill the Mission
  - Identifying Resource needs
  - Developing a Communication strategy

What is our Mission?

☐ Why does our club exist?
- ◼ Development?
- ◼ Winning?
- ◼ Teamwork?
- ◼ Commitment?
- ◼ Leadership?

Mission & Culture

■ Is the Mission Appropriate?

  ☐ If it is, great

  ☐ If not, change it

■ Does the Club Culture support it?

  ☐ Goals

  ☐ Attitudes

  ☐ Values

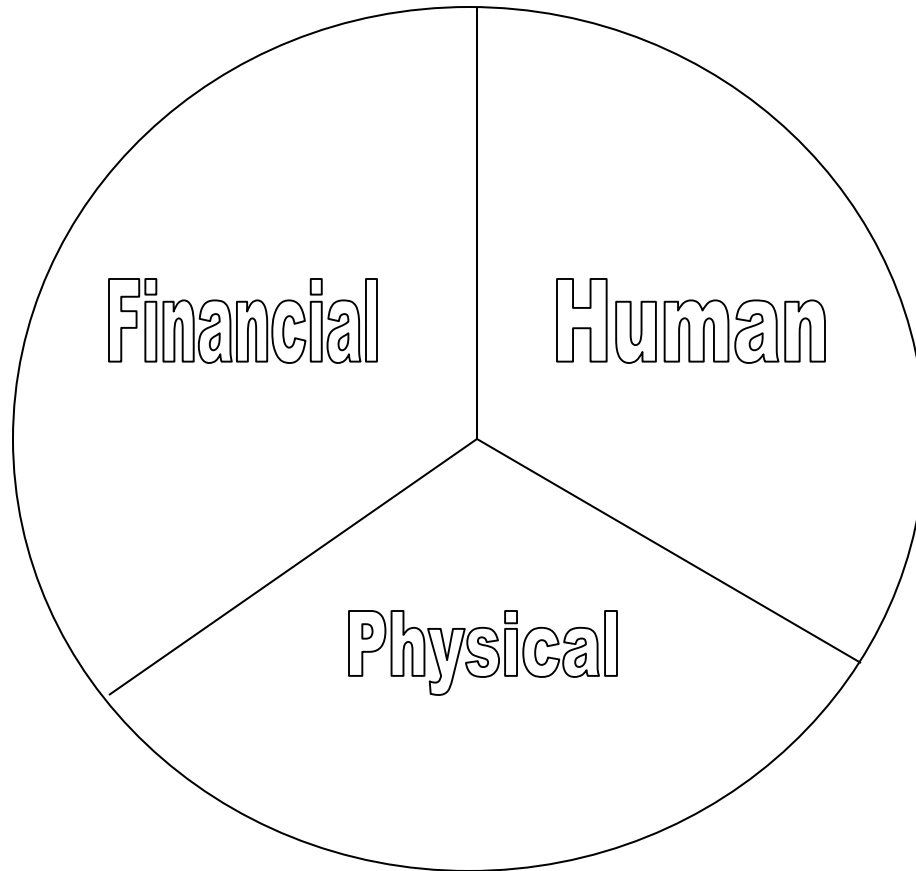 ☐ Practices

Identify Resources

- Do we have the resources to fulfill our Mission?

    - Human Resources

    - Physical Resources

    - Financial Resources

Programs

Resources - Human

– <u>Players</u>…the main focus of our mission

– <u>Board of Directors</u>…leadership

- Management of the property and affairs of the club
- The Conscience and the "Common Sense" of the organization

Resources - Human

– <u>Technical staff</u>…technical expertise

  - DOC/TD

  - Program Directors

  - Coaches, Referees

– <u>Administrative staff</u>…administrative expertise

  - Office manager, Scheduler, Bookkeeper, Registrar

Resources - Human

– <u>Parents</u>…volunteer support mechanism

- Coaching
- Managing
- Supporting
- Fund Raising

Resources - Physical

☐ Facilities
- ■ Land/fields
- ■ Offices
- ■ Indoor complex

☐ Equipment
- ■ Goals
- ■ Soccer Balls
- ■ Etc.

Resources - Financial

☐ Fees

☐ Program Income

☐ Other

- ■ Fund-raising
- ■ Sponsorships
- ■ Donations
- ■ Grants
- ■ Loans

Programming

☐League play

☐In-house (rec)

☐Travel

☐Premier

☐Special Programs

☐Jr. Academy

☐Academy

☐Sr. Academy

Programming

☐ Coach Education

    ☐ Licensing

    ☐ Clinics

    ☐ Mentorship

☐ Parent Education

    ☐ Clinics

    ☐ Presentations

Communication Strategy

- To develop a Healthy Club Culture
  - Two-way communication must exist
    - Mailings and emails
    - Website postings
    - Meetings
    - Presentations
    - Surveys

Change the Story

- Change the way our membership talks about the club in the community

- Make it positive
  - Club understands the Mission
  - Board is productive
  - Communication to the membership is good
  - Player development is successful

Bottom Line...

■ Successfully Changing Club Culture requires focus on:

✓ Goals: Always focus on the Mission

✓ Attitudes: Pride, positive focus on the future of the entire club

✓ Values: Foster positive behavior; respect, honor, truth

✓ Practices: Define and execute Best Practices