

Engaged Coaches, Loyal Members:

Integrating Your Mission and Operations

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Welcome to the NSCAA / USYS Convention! I sincerely appreciate you taking time and making the effort to be here to continue your education for the good of the game!

What is Your Mission Statement?

- Montana Youth Soccer Association establishes, administers and promotes a programs devoted to the development and training of soccer players as a means of recreation and fitness. We foster an interest in soccer competition amongst the youth of Montana and give encouragement, coaching and instruction to recreation and competitive youth soccer players. Our values foster and engender the principles of team play, good sporting behavior, fairness and the advancement of individual players' ability within the team concept and ultimately contribute to the overall character of the youth in Montana.
- **Emerald City FC exists to develop each of our players to his or her fullest potential, competing at the highest possible level while demonstrating exemplary teamwork, sportsmanship, and a passion for the game.**



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Every 501c3 has a mission statement:

-MT Coach of the Year Award = State Cup winner - Natural consequences - the logical progression of an action... Physics

-ECFC scheduling practices - coaches dictated days / times and often chose fields - Age group teams never saw each other... Players unwilling and unable to play and train with other teams in the club. Coaches acting in a proprietary way about their team...

Reality....

Good intentions
compromised by
operational constraints



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Hundreds of examples - every day - where we compromise

Boeing - 787 project - engineers designed a state-of-the-art new jetliner that would revolutionize the industry. Business executives saw an opportunity to sell more airplanes overseas by having critical components of the plane built by other companies in countries where they wanted to sell more airplanes.

Many of the professional and semi-professional clubs for which I played in the late '80s and early '90s... Soccer people with no business acumen. Now, many clubs are run as businesses with little soccer acumen...

The Three-Legged Stool Analogy

Governance

Administration

Coaching



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Bobby Howe - former US Soccer Director of Coaching Education and long-time mentor of mine would always talk about the three-legged stool model for a club. Each part is important, but separate. The board is the board and they are in charge. Administrators run the business of the club. Coaches coach soccer (usually in what ever environment they are given...)

Common Problems -

- Disconnect between the Mission Statement and what the organization actually does on the field.
- Lack of communication from top to bottom about the Mission Statement.
- Lack of planning to properly implement the Mission.
- Prioritization of logistical factors over soccer factors...



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Let's be honest, most of the compromises we make are well-intentioned - or at least not malicious. But we take the path of least resistance and and governance and operational concerns create the model that we have to coach within.

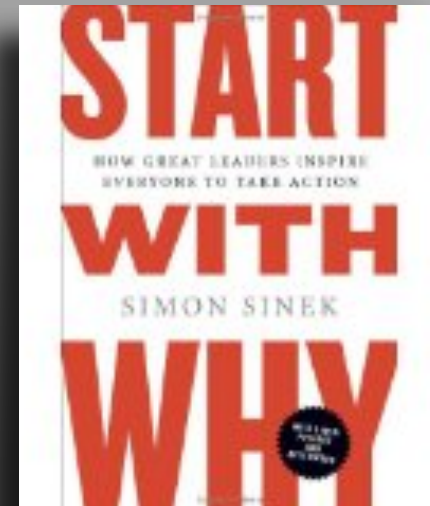
Customers - the club members - look at the mission as the foundation of the club - why the club does what it does. Disconnects create dissent and distrust. What you say is not what you do....

Coaches often work for themselves & their team - (for results to keep the parents happy) and not towards any bigger goal.

Solutions

Vision Statement - *What would your club look like in 5 years IF you could fully serve your Mission Statement?*

Your *WHY* - *What do you BELIEVE?*



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Best practices - It is not What you do and How you do things that are important - it is important that What and How you do things is consistent with your WHY. Best practices are not universal - different markets, different environments demand different structures. Building your practices around the soccer model in your community will allow you to create 'best practices' for your environment.

"People don't buy what you do, they buy WHY you do it" - Simon Sinek

"People don't want to work for something, they want to work toward something" - Simon Sinek

Solutions

Soccer Implications of your Mission and Vision:

What are the demands, from a soccer perspective to realize your Vision?

Logistical hurdles to your Soccer Implications:

What are the operational challenges?



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Soccer implications = the roadmap to achieving your Vision - Soccer professionals must write the prescription for how to achieve the soccer goals.

Administrative and Operational professionals must run the business of the club and provide the logistical structure that supports the mission

Solutions

Problem-solving - mining your organization's resources

What talent do you have in the club to address hurdles that exist?

Strategic Planning -

Using your talent wisely



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Your Board and your membership are tremendous resources - mine your membership for people who can help the organization to solve the business problems of supporting the mission and vision of the organization.

Use your talent wisely - define roles specific to the challenges and business functions that you need to have filled. Use your mission and vision as a guide to write intelligent job descriptions for staff and volunteers.

The Three-Legged Stool Analogy (Revised)

Coaching

Administration

Governance



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If Soccer Professionals creates the model to achieve the mission, vision and goals of the organization, Administration, Operations and Governance can make intelligent business decisions to support the success of the soccer model.

Solutions

Communicating your Why

- Website
- Marketing materials
- Coach continuing education
- Staff training
- Team formation meeting materials
- Newsletters
- Blogs
- Social media



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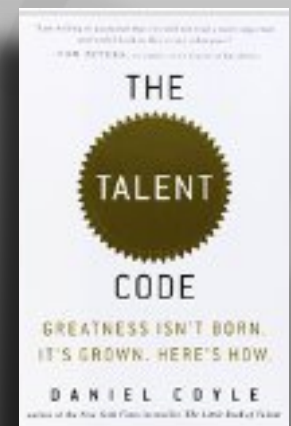
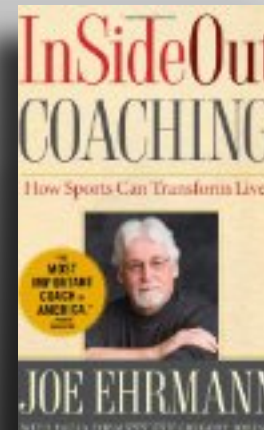
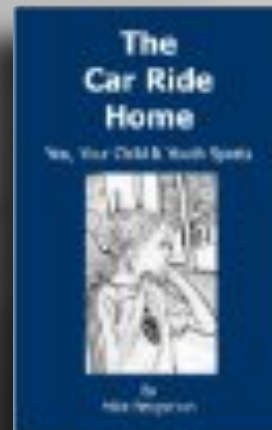
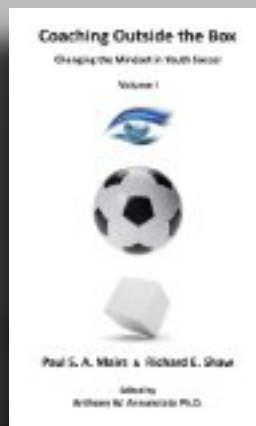
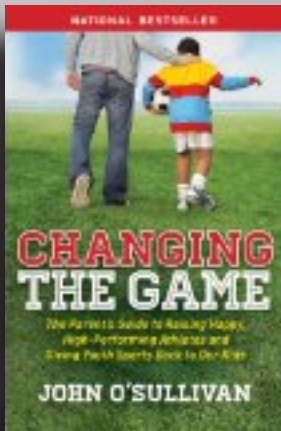
Creating good mission statements, vision statements, and a clear WHY for the organization is a great start -
Structuring good job descriptions for employees and volunteers to support the soccer mission is important

making your WHY the core of every decision you make is essential

Communicating your WHY, clearly and CONSISTENTLY is the key to creating a culture that drives the mission and the vision of the club.

Solutions

Communicating your Why



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There are a ton of great resources out there to support your cause. As professionals in the soccer / youth sports industry, we MUST stay current

Providing your coaches, staff and members with a regular reading list is a GREAT way to reinforce your WHY and help to build an educated customer base who believe what you believe.

"People don't buy what you do, they buy WHY you do it" - Simon Sinek

**Engaged Coaches, Loyal Members:
Integrating Your Mission and Operations**

Erik Oman, NSCAA Academy Staff Coach, Club Development Network

1. **Mission Statement:** *Include Why you do what you do...*

2. **Vision Statement:** What will your club look like, what will you accomplish in five years *if* you are fulfilling your mission statement?
From your professional soccer staff

3. What are the **Soccer Implications** of your mission and vision statements? (What will it take from a soccer perspective to get there?)
From your professional soccer staff

4. What are the **Operational hurdles?** List the logistical issues that interfere with creating the very best soccer picture:
From your administrative / operations staff

5. **Strategic Planning:** What can be done to minimize the operational hurdles? What resources do you have in your club?
Dialog between professional soccer staff, administrative / operations staff and board of directors

6. Plan for **Communicating** your mission, vision and the soccer implications (reasons) for operational / administrative decisions:
It is critical that you communicate this process clearly to your coaching staff, administrative / operations staff, volunteers, team managers, and parents on a consistent basis! **Create a culture around your Why!**
 - Website
 - Marketing materials
 - Continuing education
 - Team formation meeting materials
 - Newsletters
 - Blogs
 - Social media



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Worksheet / summary of the 6 key steps to building a culture of Engaged Coaches, Happy Volunteers and Loyal Members...

Questions?



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Here is my contact information. If you have questions or would like any additional information, I would be happy to connect with you.

Thank you for attending the 2015 Convention! Thank you for your work on behalf of the game and our players!
Enjoy the remainder of the weekend.