

Is the culture in your club supporting the results you want (and are you sure you know what you want)?

A COURSE ABOUT SHIFTING YOUR CLUB'S CULTURE SO THAT YOU CAN BE AMAZING

It is easy to say that our club's culture is good, positive, or even dysfunctional. But how do we go from descriptive words to an analysis that gives clarity to where your club currently is and whether there needs to be a cultural shift to achieve desired results? This question leads to an equally important question – do you and your club really know what you want to achieve - given the available resources that you have and based on what your club is passionate about?

Every club has a culture, although many clubs don't have a clear idea of how their members experience the culture (two members could experience the culture in different ways). There are two key things to remember when we talk about culture:

1. Either you will manage the culture, or the culture will manage you.

Are the key leaders in the club defining, shaping, and leading the culture on a day to day and week to week basis? Or is the culture "just happening" or where culture is discussed and acted upon once or twice a year?

2. Culture and results go hand in hand.

Are you satisfied with the results that you are achieving? The reasons for the results we achieve can be found in the actual culture that exists (and not the culture that we *think* exists). Equally, if we want to change culture, then we start by examining what results we want to achieve.

By participating in this course, you should leave the workshop with more insight and understanding on culture and choosing the direction of your club*. Equally, you will take home some practical tools that can be applied in your club setting.

The teaching aims of the course are:

- how to identify your club's current culture
- how to identify the results** that your club wants to achieve in the future
- how to design a new culture
- how to begin implementing the new culture

Practical stuff

Participants

This course is intended for those people who can be considered leaders in their club (or sporting environment). For example, board members, professional leaders, coaches, and other key personnel in the club.

Clubs would get extra benefits if they could send different leaders from their club to the course. Thus, coaches and board members from the same club would be able to go home with a shared language (learned on the course) to discuss how the club moves forwards and develop its culture and the results it wants to achieve.

Language

The course language will either be English with additional explanations in Icelandic or taught in Icelandic with more detailed explanations in English.

A couple of footnotes:

*On this course we talk about “club culture” however, the ideas can also be applied, for example to training group culture, or the culture within a sports federation. The principles are the same. So, if you are a coach, for example, who wants to understand and perhaps change the culture in your training group, then this course is also relevant

**I use the word *results* rather than *goals*. Although similar, results are concrete and give the brain the sense that this will happen. Goals, whilst providing direction, can sometimes give a feeling of hoping that something will be achieved. By the end of the process of identifying what the club is going to be amazing at, one should have a belief that these results will happen.

Course Teacher

This course is taught by Brian Daniel Marshall. Brian is currently the performance director (swimming) for Parasport Danmark and club manager for Svømmeklubben FREM-Odense. Brian is also a club and high-performance consultant and mentor, whose clients include the Finnish Swimming Federation as well as clubs and coaches in Europe.

Brian has previously been a club and national coach in Iceland and was an adjunct at Reykjavik University.

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