Changing The Club Culture

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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

Financial

Human

Physical
Resources - Human

– **Players**...the main focus of our mission

– **Board of Directors**...leadership
  
  • Management of the property and affairs of the club
  • The Conscience and the “Common Sense” of the organization
Resources - Human

- Technical staff...technical expertise
  - DOC/TD
  - Program Directors
  - Coaches, Referees

- Administrative staff...administrative expertise
  - Office manager, Scheduler, Bookkeeper, Registrar
Resources - Human

- Parents...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
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