

Some Thoughts from a Recent Presentation to Leaders.

Some of my notes from a Leadership presentation to senior business leaders: I am betting that these thoughts will still be pertinent decades from now.

"Maybe things might change for the better if NGB 'management' were to become more engaged and aligned with the coaches and athletes. With career bureaucrats now flourishing in the sporting decision-making environment, it is unlikely that this will happen. Management must know and share the beliefs of the coaches and athletes; agree and embrace the definition of success of all echelons of the athlete/coach continuum; understand what enables and blocks progress along this continuum. It may be of benefit for management to see the coaches and athletes as the customers as opposed to seeing themselves or sponsors and service providers as such. By creating a strategy of co-ownership between management and the customer (coaches and athletes) the issues holding the sport back may well be reduced. The precarious balance between the need for challenge (increased participation; increased quality and depth of performance) and the need for support (maximising quality at the coach/athlete interface along the entire continuum) could, under such a management system, be optimised. While the 'customers' cry out to have their voices heard, current management remains in their silo."

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