People matter in the journey to growth

Phil Smith
22 October 2013
Agenda

Day One – Leadership Excellence - People Matter
10.45 Lisa O’Keefe, Director of Insight, Sport England
  • The value of insight as a leader of your organisation
13.15 Continuous Professional Development Sessions – Leadership Excellence
15.45 Cranfield – Leadership Development Programmes

Day Two– Leadership Excellence – Making it Happen
10.00 Jennie Price, CEO, Sport England
  • The value of insight as a leader of your organisation
11.00 Paul Roberts, SL Growth, Sport England
  • High Performing NGB Model - Implementation – next steps
12.15 Steve Grainger, Rugby Development Director, RFU
  • Transformational Change – the NGB Perspective
15.00 Chris Brindley, How I do this in my world
  • Great Leadership, Use of Insight, High performance & Growth Framework, significant investment in people

Creating a sporting habit for life

SPORT ENGLAND
Creating a sporting habit for life

**Grow**
(15% of investment)

- One million adults taking part in more sport by 2012/13
- Helping more young people to access five hours of sport each week

**Sustain**
(60% of investment)

- More people satisfied with the aspects of sport that are important to them
- 25% fewer 16 to 18 year-olds dropping out of selected sports

**Excel**
(25% of investment)

- Appropriate talent support systems for each sport so that more talented performers move onto elite programmes
The image contains a table titled "09-13 Targets Breakdown." The table is organized into columns labeled "NGB," "Grow," "Sustain," "Drop Off," "Excel," and "Self assurance rating." The rows list various sports and their corresponding targets, sources, and ratings. The table provides detailed information on the progress and performance of each sport towards meeting its targets. The table is structured to compare different sports and their achievements against predefined goals.
The Growth Cycle

**INSIGHT**
Consumer needs, motivations & behaviours

**DELIVERY**
B2B sales, local marketing, local delivery

**SCALE**
Extending reach, creating pace & leverage

**OFFERS**
Product, services, brand, consumer experiences

**FEEDBACK**
Data collection and feedback, measures & performance mgmt

**LEADERSHIP & RESOURCES**
Money & people allocation

**ROUTES TO MARKET**
Delivery partners, influential relationships, processes
The building blocks of high performing NGBs
Creating a sporting habit for life

1 to 1 executive coaching and/or mentoring for CEOs

Skill building:
- Existing DDs = "leading implementation"
- New DDs = strategy, marketing & leadership

Development programme for improving top team effectiveness in delivering NGB strategy (collectively & individually)

UNDERPINNING CENTRAL SUPPORT
Cross-NGB communications; library of materials and frameworks; supporting media/technology; advice on leadership development options (HPNGB Model)

TOP TEAM
(CEO/Direct reports)

CEO's

TRANSFORMING LEADERSHIP IN NGBs
Overarching, shared aspirations for inspiring leadership in sport

Deployment Performance
Prepare Sport England Relationship Managers & key partners to deliver and support NGB initiatives

REGIONAL MANAGERS
Ongoing CPD for national and local delivery

DEVELOPMENT DIRECTORS
Skill building:
- Existing DDs = "leading implementation"
- New DDs = strategy, marketing & leadership

‘MAKING IT HAPPEN’ - THE JOURNEY FOR LEADERSHIP DEVELOPMENT
Creating sporting opportunities in every community

How we play - the habits of community sport

The trends affecting sporting habits and how the sport sector is both leading them and responding to them.
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