TIPS FOR SUCCESSFUL CLUB STRATEGIC PLANNING

Managing your club's paper trail for better results on and off the field!

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• Director, DELTA Training
SUCCESSFUL PLANNING COMES FROM SIMPLE DOCUMENTATION!
COMMENTS YOU MAY BE HEARING

• Is anyone trying to get new members?
• Are we going to try to get the lighting promised?
• We must get more coaches or we'll be in trouble!
• What going to happen about merging with the Southern's club?
• The committee never seems to do anything useful!
• We are expected to get more volunteers - but how, we've tried everything!

Prove you listen by documenting, then acting!
PLANNING STARTS WITH DOCUMENTING KEY CHALLENGES

- More members? - GROWTH/RECRUITMENT
- Lighting promised? - FACILITIES DEVELOPMENT
- More coaches? - COACHING & TRAINING
- Merger? - COMPETITION PATHWAYS
- Never hear from the committee! - COMMUNICATION
- Get more volunteers! - MARKETING & PROMOTION

THE ‘PILLARS OF YOUR PLAN’
THE VALUE OF A WRITTEN PLAN

• Helps achieve progress towards a shared vision! [STARCLUB - Question 5!]
• Reflects the input of others
• Clarifies intended or desired outcomes
• Provides a key basis of doing key activities
• Helps make reviewing progress easier
• Tells everyone the club mission/vision and direction
• provides a continuing focus
• creates credibility and professionalism
HOW TO DOCUMENT - 7 TIPS

• Keep it simple and clear - use a template
• Involve members in documenting - WORKSHOP
• Refine all the way along - from start to completion
• Check the draft against the parent body plan
• Ask for written feedback and consider
• Include the plan’s pillars into meeting agendas
• Prioritize objectives/strategies/actions plus who, when, resources needed
HOW TO DOCUMENT - 4 TIPS TO AVOID

Never...

– hide the plan in a drawer

– make the content unrealistic nor waffly - Use 'SMARTA' principles

– forget to review the document regularly

– let one person undertake the plan’s development
SIMPLIFYING THE PAPER TRAIL
- WHEN TO DOCUMENT

- Step 1: When creating the pillars - decided by the committee
- Step 2: When inviting stakeholders to a workshop meeting – explaining...
  1. what it’s about
  2. why they should come and
  3. how they can be involved
  4. Include the pillars

Cont...
SIMPLIFYING THE PAPER TRAIL
- WHEN TO DOCUMENT – cont.

• Step 3: At the workshop participants:
  1. Brainstorm - Vision; mission; stakeholders; values
  2. Write up their… issues/hopes/challenges/opportunities on posters under each ‘pillar’
  3. Information written is voted on to prioritize
  4. The priorities are converted to objectives and key strategies
SIMPLIFYING THE PAPER TRAIL
- WHEN TO DOCUMENT – cont.

• Step 4: When finalizing the draft plan - reflect, expand on and refine

• Step 5: When re-assessing the parent body plan against the club’s draft, further refine

• Step 6: When writing agenda items for meetings, link to the strategic plan
THE PLAN FORMAT - M.O.S.T.

**MISSION and VISION:** Why we exist – our purpose / ideal future
[Very long term]

**OBJECTIVES:** Key goals to bring success: WHATS

**STRATEGIES:** Ways to achieve objectives: HOWS

**TASKS:** Actions to organize (agenda items)
[Very short term]

**VALUES:** What behaviours are important to us?

**STAKEHOLDERS:** Who will be impacted by the plan?
## PLAN LAYOUT EXAMPLE

### PILLAR 1. ..... 
### KEY OBJECTIVE 1: ..... 

<table>
<thead>
<tr>
<th>STRATEGY</th>
<th>KPI-OUTCOME</th>
<th>LEADER</th>
<th>WHEN TO FINALIZE</th>
<th>RESOURCE ESTIMATE</th>
</tr>
</thead>
</table>
WINS* FROM MANAGING THE PAPER TRAIL

- Balances short and long term activity
- Creative ideas captured – joint ownership
- Helps committee operate pro-actively
- More control over the club’s destiny – ‘Big Picture’
- A more systematic, simpler approach
- Resources are directed more efficiently
- Priorities are known, and help to manage
- Assists review and ease of ‘tweaking’

*SOURCE: Australian Sports Commission
THANK YOU AND ALL THE BEST!

REMEMBER THE..

..CAN HELP YOU WITH YOUR PLANNING!