



***“Eight essentials for renewing  
the management of sport”***

Play the Game, June 10 2009

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# The new sports organisation

Eight essentials for renewing the management of sport



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## “The New Sports Organisation”



# “The New Sports Organisation” – Eight Essentials

**Focus**

**Problem**

**Sports organisations develop their focus within a traditional not-for-profit frame**

**Solution**

**Develop a different kind of business:**

- **increase turn-over**
- **stimulate competition**
- **activate customers**

# “The New Sports Organisation” – Eight Essentials

**Problem**

**The strategy  
is guided/decided  
by the structure**

Values

**Strategy**

**Solution**

**Let the structure  
be guided/decided  
by the strategy**

Services

Measurements

Brand

## “The New Sports Organisation” – Eight Essentials

Focus

Values

**Solution**

**Separate operations from improvements (“BAU vs. Change”) in terms of people and processes**

**Change**

**Problem**

**Operations as well as improvements are managed by the same people (and at the same time)**

Measurement

Brand

## “The New Sports Organisation”



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