Trends in organised sports

Troels Rasmussen
Key questions

1. What happens if DGI do not develop?

2. How do DGI develop the strategy?

3. How do DGI develop the concepts?

4. How do DGI convince the local clubs about new trends and concepts?
Without development DGI...
It is a trick or rhetorical question...

DGI
- In business since 1861
- Member growth last decade (200,000)
- Many new projects in society
Developing strategy

Democracy vs development?

**DGI**
- Strategy 2010-2012-2015
- Developing the strategy:
  - Hard facts (Participants)
  - Many meetings
  - Strong polical leadership
- Living the strategy:
  - Clear strategic goals/targets
  - Dedicated professionals
  - Focused volunteers
- Challenges:
  - Democracy & involvement
  - Tempo
  - Ownership
Developing concepts

What is innovation in sports?
Developing concepts

How do DGI develop?
Developing concepts

The idea

- Demands & needs from clubs & participants
- Data & facts from analysts (IDAN, Universities a.s.o.)
- Inspirations (Country, context a.s.o.)
- Political influence...& public service
Developing concepts
Making the concept

- Adjusting the known...
- Project
- Partnerships
- Proces in local clubs
Convincing the local clubs...

Local vs. concepts...

Key questions:
- What is in it for me/my club?
  - Volunteers have many different motives

- Who got the idea?
  - Ownership is important

- Is the concept adjustable to my reality?
  - Reality is always different...

Baseline: If the concept and the "story" is strong enough, the clubs love it...
Concluding remarks

Battlezone

Development & innovation is necessary

Changing one parameter is innovation

Ideas is flowing from everywhere

Making new concepts is
• Adjusting the known
• Projects
• Partnerships
• Processing in clubs

Convincing the clubs
• Ownership...

Developing is a buzzword...what is the right dosage for DGI...If the volunteers, the clubs and the professionals is expected to keep going?