

ADMIN & CLUB MANAGEMENT

TOPIC: GOVERNANCE AND THE BOARDROOM

What happens in your Boardroom is key to the success of your soccer organization! A strong Board means effective staff, quality soccer programs and happy soccer players and parents. So you have to get it right! In this must-attend session, Paul Varian will show you what you must know about your Board, its legal duties and responsibilities, and what separates good Boards from bad ones. Key highlights include:

- Pinpointing what governance is and the role it plays in your soccer organization
- The Governance Continuum: moving from an operational Board to a policy Board
- Understanding the Directors duties
- The role of Board Committees and the role of the Executive Director
- Knowing your accountability framework: policies, planning and reporting

TOPIC: PLANNING IN YOUR SOCCER ORGANIZATION

Do you ever feel the wave of work that comes with running a soccer organization is as incessant as it is unmanageable? Sometimes it seems no matter how hard you work, you're achieving nothing and are constantly fighting fires in 'catch up' mode. It's exhausting and deflating! Soccer organizations that are constantly fighting through chaos are usually that way because they have no planning! A strong plan not only shows you what to do, and by when, but also unifies your organization around common ambition and goals! This session will show you how to build a planning culture in your organization by building it from top to bottom. Key elements include:

- Hallmarks of a planning-led soccer organization
- The planning pyramid - different levels of planning you must have!
- 10 steps to developing a great strategic plan
- Implementing and evaluating your strategic plan

TOPIC: TECHNICAL OVERSIGHT & EVALUATION

Over 80% of soccer clubs in British Columbia have a Technical Director, 90% of whom are compensated in some way. So technical oversight and evaluation has now become a core responsibility for the Board of Directors. But how do you hold your Technical Director to account without getting in their way and hampering their productivity? Attend this session and learn how oversee this important function in your soccer organization, regardless of the technical soccer knowledge you possess. We'll cover:

- Areas Technical Directors commonly go wrong
- Pinpointing functions your Technical Director must take responsibility for
- The importance of a Technical Plan and KPIs in exercising proper oversight
- 5 tips to getting the best from your Technical Director & a framework for evaluating your investment

TOPIC: MARKETING, COMMUNICATIONS & REVENUE

Most soccer organizations are consumed with running programs and see marketing as a 'nice to have' function, way down the priority list. But the truth is, good marketing and communications are as important as the programs themselves and is the key to the dependable revenue you need to run your organization! In this session, we'll examine the traditional process of marketing management and explore how you can apply it to your organization, to dramatic effect! Topics include:

- The principles of marketing management, understanding what your brand is and how you develop it
- How to set a value-based price for your programs and exploring revenue sources outside of program fees
- Tips on effective strategic communications

PRESENTED BY:**PAUL VARIAN MBA, C.Dir***Principal, Capitis Consulting*

Paul Varian is the Principal at Capitis Consulting, a consultancy providing value-adding services and support in and around the Boardroom to dozens of Canadian soccer organizations at national provincial, district and club/academy level. Recent work has included strategic planning, governance and membership restructures, Board/Executive coaching and soccer league/program evaluations. Varian also regularly lectures on soccer business matters at courses and conferences around the country.

Varian was born in Australia and grew up in England and Ireland. He is a qualified Chartered Director and holds an Executive MBA from Michael Smurfit School of Business at UCD, a B.A. in Geography from Trinity College Dublin, and a Diploma in Freelance Journalism from the Australian College of Journalism.

