

# Discovering the Most Effective Management Practices for a Winning Organization

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*August 17, 2011*

By  
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Founder: MomsTeam.com

Author: *HOME TEAM ADVANTAGE: The Critical Role of Mothers In Youth Sports*  
(Harper Collins)



# Today's Program

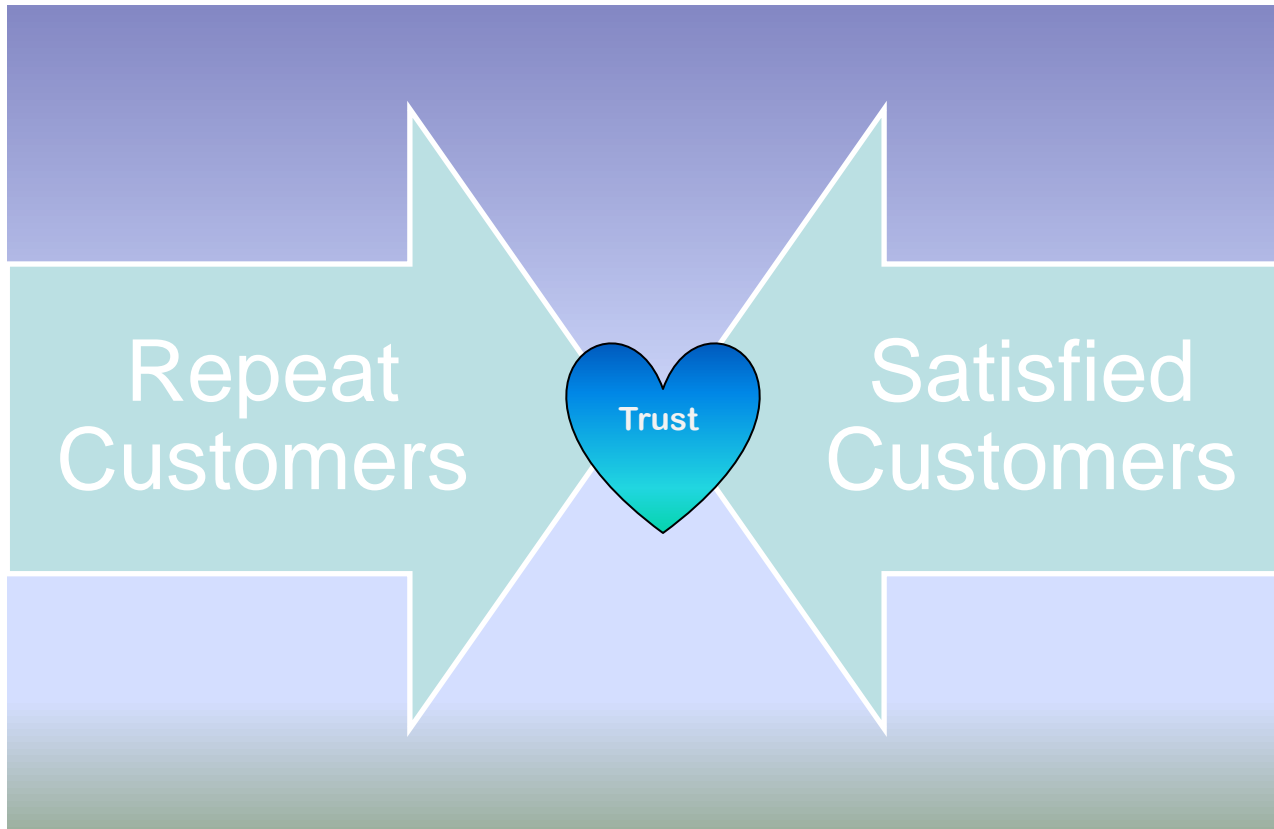
- What I will talk about:
  - ✓ The 10 most important steps to keep parents & kids coming back
  - ✓ How to manage your league effectively from a business perspective
  - ✓ How to balance your role as a league official using business best-practices
- Short survey -who is in our audience?
- Time: ~ 40 min. presentation, followed by Q&A
- Questions? Send them via the “Question” section on the right-hand side of your screen, we'll take them at the end of the presentation

# Survey

- Answer short survey in “Poll” section of your screen.



# What is a “Successful” Sports Organization?



# Example: More Than Six Leagues in Chicago Youth Football

- USA Youth Football (governing body)
  - Pop Warner
  - Chicago Bears Youth Football
  - Chicago Land
    - Howard Griffith – Spartans
  - Snoop Dog League
  - Chicago's is a division of the league he established in Los Angeles in 2004.



# The 10 most important steps to keep parents & kids coming back

## #1 Child-centric

- ✓ Know your customers
- ✓ Listen to what the *children* want
- ✓ Kids need to be the focus at all times

## #2 Parents as Partners

- ✓ Strong Communication-Communication is King
  - ✓ Communicate early and often
- ✓ Encourage Parent Input
- ✓ Open Meetings
- ✓ Allow Anonymous Questions/Comments

## #3 Safety

- ✓ Has to be a top priority-define a safety plan
  - ✓ Physical, sexual, and psychological

## #4 Inclusiveness

- ✓ Scholarship programs



# The 10 most important steps to keep parents & kids coming back

## #5 Teach the Sport

- ✓ Provide ongoing training for coaches and umpires
- ✓ Include child development segment

## #6 Mandate a 2-adult rule

- ✓ Protects kids
- ✓ Protects adults

## #7 Be accountable and transparent

- ✓ (will cover this in next slides)

# The 10 most important steps to keep parents & kids coming back

## #8 Provide contact information of all adults involved

- ✓ How and when can parents get in touch with coaches, administrators etc

## #9 Parent training

- ✓ provide a non-threatening fun program

## #10 Have a fair grievance process

- ✓ Provide the correct channels to lodge a complaint

# How to manage your league effectively from a business perspective

## Do a **SWOT** analysis

- **Strengths**
  - ✓ Financial Security
  - ✓ Abundance of Volunteers, etc
- **Weaknesses**
  - ✓ Struggling Financially
  - ✓ Lack of Volunteers
- **Opportunities**
  - ✓ Great Coaching Staff –
- **Threats**
  - ✓ Disgruntled Parents
  - ✓ Kids dropping out
  - ✓ Negative Press ( Accountant caught embezzling, etc)

\* Consider hiring a consultant to help with this.



## How to manage your league effectively from a business perspective

- Be accountable and transparent- Self-regulation not the answer
  - Identify decision makers
    - ✓ Non profit or for profit
  - Seek Parent Input
    - ✓ Parent Advisory Group
  - Open Meetings
    - ✓ Board meetings should be advertised and open
  - Term Limits
    - ✓ New Blood
  - Financial accountability
    - ✓ Public Financial Discloser
  - Benchmarking
    - ✓ Track performance



## How to balance your role as a league official using business best-practices

- Balance female and male coaches and administrators
- Provide lots of opportunities for communications
- Implement a comprehensive risk-management plan
- Establish a youth Sports council
- Utilize Active Network products
- Let MomsTeam help you with parents information & education





Please submit questions in the “Question” section of the toolbar on the right-hand side of your screen.

For more information, visit MomsTeam at:



[www.MomsTeam.com](http://www.MomsTeam.com)



<http://twitter.com/#!/MomsTeam>



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# Thank you for attending!

For more information about league management software and online registration, please contact us at [ActiveSports@ActiveNetwork.com](mailto:ActiveSports@ActiveNetwork.com)

To answer questions about this webinar, please contact [delench@momsteam.com](mailto:delench@momsteam.com)

