Governance and the Values of Sport: Impact on Brand Image

Reality and Perception

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Lecture Plan

• Defining governance
• Defining Brand?
• Specific issues to consider
• OPTIONAL
• Principles of governance – the questions.
Defining governance

According to the World Bank:

– It is “Rule of the Rulers”, typically within a given set of Rules.

– A PROCESS – by which authority is conferred on “rulers”, to make and enforce rules.

– BUT FOR WHAT PURPOSE?
A process by which the best possible decisions can be made.

No guarantee that the right decision is made.
Why is it Important?

Creates Brand

Governance

Stakeholders and Members
Sport is about fair play and ethics

How does it do it?

Real → Brand → Perceived

Clear Messages → +ve Governance → -ve Mixed Messages

Image

Governance

Sport is about fair play and ethics
Think of a Brand as a Person

First Impression?
Think of a Brand as a Person

Brand influences how people think of you

Everything you do
- How you Act
- Communicate
- Name
- Colour
Positive Brand Image

Drives Social Currency
Social Currency

- Creates a sense of community
- Increases brand engagement
- Attachment drives advocacy
Poor Social Currency leads to disassociation

- Assumptions
- Beliefs
- Values
- Tradition

Beware of “Them vs US”
“Brands associate with sports because unlike traditional advertising, it allows them to communicate with consumers through established brand attributes”
It works BOTH Ways.
Athletics For a Better world

Outcomes based on Processes

Source
Athletics For a Better world

Processes must be fair
Expectations of good governance

We need to know that the playing field is fair

Source
Is the race really fair?
Based on Values

- Family
- Friends and Peers
- Religion
- Government
- Media
- Ideology
Olympic Values

Universality

Friendship

Respect

Excellence
Sport Values

Friendship Excellence Respect
Healthy lifestyle
Fair Play
Equality
Equal opportunity
IAAF Values

Universality
Leadership
Unity
Excellence
Integrity
Solidarity

“To lead govern and develop the sport of athletics worldwide, uniting the Athletics Family in a spirit of excellence, integrity and solidarity”. (IAAF Strategic Plan 2013 – 2016)
Why are we here?

Create the structure and environment that provides the best opportunity for athletes....

Carl Probert (ONOC Athletes Commission)
Questions to be asked

Can we live up to our brand values?

If not, what do we need to do?
Ask questions of ourselves around all the principles of good governance.
Principles of Good Governance

- Vision, mission, and strategy.
- Structures, regulations and processes.
- Competence, integrity and ethical standards
- Accountability, transparency and control
- Solidarity and development
- Athlete’s involvement and care
- Harmonious autonomy.
Vision – Mission - Strategy

Are we strategic?

Do we evaluate?

Does the Organisation come before personal interest?
Your Sport for Life

Is this relevant?
How does it contribute?
What does this imply?
Optional

• For those who wish to think more about Governance, its elements and how it can work for you, go to the EAA website and work through the questions that follow:
"Sometimes the most ordinary things could be made extraordinary, simply by doing them with the right people."

Elizabeth Green
Minimise the GAP

What we say

What we do
It wasn’t the ship’s fault!!!!
Thank you

Questions?
Is governance separate from management?
Do the structures by which we establish sport organisations help or hinder good governance?
How are we perceived?

• Performance
• Outcomes
• Expectations
• Resources
• Results
• Getting the right people into the right position at the right time.
• Checks and balances
• Communication
• Risk management
• Code of conduct

Are we doing this?
Power and Governance

- Physical size
- Position
- Personality
- Control of resources
- Skills
- Ability to block

Is it Positive or Negative?
Politics and Governance

- Lobby Groups
- Competitive membership
- Need to get money
- Politics and power (one position leads to another)

Sport IS Politics but are the processes fair?
Are our processes fair?
Accountability, transparency & control

- Accountability
- Democracy
- Transparency
- Fair Play
- Respect
- Induction
Who is accountable to whom?
The athletes

At what point do we lose touch?
Solidarity and development

- Distribution of resources
- Equity
- Development
Why it is that NGOs outside of the Olympic and Sport Movement are offering Sport for Development?
The Question

Are we losing our influence at community level?
Athlete involvement

- Right to participate
- Protection
- Fair play.
Why do we need to have Athlete’s Commissions?
Harmonious autonomy

- Cooperation
- Complementary vision
- Self determination
Good Governance

• Is the recipe by which we create order out of chaos.

• With good order comes success.

• How do WE achieve that?
• Your Sport organisation has been offered to send a delegate to an IAAF sponsored workshop on Coaching Education in Rio… All expenses paid.
Scenario

- Who should go?
- Who does go?

Complete this exercise and discuss it to determine how your process enhance or threaten your brand image.