

Two separately seminars specifically designed for Saskatchewan soccer's amateur soccer Presidents/Boards and their technical leadership.

For Your
Technical
Lead!

For Your
President!

How To Write A Technical Plan

A hands-on seminar for leaders of technical programs at Saskatchewan soccer clubs or associations outlining the process of writing a compelling Technical Plan!

Attend and learn how to develop and link technical programs that are in line with your club/association's strategic goals and can be objectively evaluated by your Board!

Bridge the gap between what is being developed on the field and what the Board wants to drive on the long term!

SaskTel Sports Centre, 150 Nelson Rd, Saskatoon, SK

Friday 20th March 2020

How To Manage Your Technical Direction

Practical strategies for Presidents of Saskatchewan soccer clubs and associations helping them properly oversee technical leadership, without getting in its way!

This interactive day gives you tools to objectively evaluate your technical investment and assess technical performance at a strategic whole-of-program level.

You don't need to be a 'soccer person' to manage your technical leadership. Attend this seminar and find out how!

Four Points by Sheraton, 503 Cope Way, Saskatoon, SK

Sunday 22nd March 2020

- ✓ **Strengthen** the relationship between your club's Board of Directors and its technical leadership!
- ✓ **Unleash** your organization's full technical potential!
- ✓ **Unlock** your Board of Directors' ability to undertake proper operational oversight!
- ✓ **Drive** technical accountability firmly into the Boardroom!
- ✓ **Show** your members how your soccer programs fit together and better your players!
- ✓ **Validate** your club/association's long term technical investment!
- ✓ **Foster** a proactive planning culture at your club/association!

Delivered By: 

Presented By: 

HOW TO WRITE A TECHNICAL PLAN

Creating modern technical plans that link goals in your club's strategy with activities/outcomes in your programs.

Friday 20th March 2020, SaskTel Sports Centre, 150 Nelson Rd, Saskatoon, SK

11.00 Welcoming Remarks

11.10 Why A Plan – And How To Use One!

Most plans aren't written because people think they are a waste of time. But ask yourself. As a technical leader, how much time do you waste just explaining yourself and what you're trying to do? A good plan can do that for you. In this scene-setting session, we'll look at the fundamentals of planning, so you can see not only why a technical plan is necessary, but how you must deploy it! Attend this session and learn:

- What a planning-led soccer organization looks like
- The various layers of planning, from vision to session plan
- Key elements to any successful plan
- The core elements of a modern technical plan

Delegate Check-In & Chat: 'What Planning Exists In Your Soccer Organization And How Effective Is It?'

12.00 Laying The Foundations Of Your Technical Plan – What Is It Trying To Achieve?

Your technical plan isn't built in isolation. Indeed, its strength is how it clearly links to bigger purpose in your soccer organization, beyond the programs you are currently running and the players enrolled. So what is that purpose? Are you clear on it? More importantly, is your organization? Without knowing what your club is and what it stands for, your committed technical efforts may be ineffective, never be properly validated or supported, or get blown away in the winds of political change. Lean in and learn about:

- Translating your organization's vision, mission and values into your technical philosophy and technical plans' guiding principles
- Pinpointing long term strategic technical goals
- How to work out what your Board wants in the long term when there is no strategic plan

Delegate Check-In & Chat: 'Do You Know What Your Organization's Long Term Technical Ambition Is?'

12.45 Lunch

1.45 Program Alignment & Coach Development – The Engine Room Of Your Technical Plan

So let's get down to the meat and veg' of what your technical plan is and will deliver - your programs and coaches! No, we aren't going to get into program detail here. Instead, we're going to focus on why your programs are there, and who delivers them! This is the tough part – moving from strategy to action. So strap yourself in for this all-important session and learn about:

- Auditing your current program base – is it really hitting your long-term technical ambition?
- Creating a pathway that matches your organization and technical plan's structure
- Pinpointing what your model coach looks like and why

- Back to your organization's culture and purpose – how do you want your coaches to behave?
- Establishing genuine coach education planning – why it's more than paying them to go on random coaching courses

Delegate Check-In & Chat: 'How Well Linked Together Are Our Technical Programs For Everyone To Clearly See?'

2.45 How To Deploy Your Technical Plan

We now know how to develop our technical plan and give our Board comfort that our technical activities are marching lock-step with the club's long term strategy. Now once we've written our technical plan, what do we do with it? Who should see it? Better still, who should *know* it? In this closing session, we'll look at how you deploy and promote your technical plan, not only to you Board, but to your coaches, parents and soccer community at large. Don't rush off early! Hang around and hear about:

- Why your technical plan is your club's the best marketing plan
- Making your technical plan your coaches' Bible
- Learning to reference your technical plan all the time
- Making your technical plan easily available to everyone
- Promoting your technical plan outside your club

Delegate Check-In & Chat: 'How Will We Deploy Our Technical Plan And What Are The Roadblocks We See?'

3.15 Break

3.30 Let's Write A Technical Plan! A Case Study Of Sandyside Soccer Club

Now we know what a technical plan and what goes into it, its time to try putting one together ourselves! Roll your sleeves up and get practical with us as we explore the fictitious case study of Sandyside Soccer Club. We'll examine this made-up amateur soccer club and work in groups to build the basics of a technical plan that moves its long term technical goals into action. True to life though, it won't be easy! Expect information you need to be hard to find or even missing entirely! How do you build a technical plan when you don't necessarily have all the information as accurately as you want? Welcome to the life of an amateur soccer Technical Director! In this highly interactive, problem-solving session, we'll analyse the case study at length to explore:

- What are the club's long term technical goals?
- How do we educate the Board and club on what our technical plan is, and why it is needed?
- Our budget is shaky – how do we plan around it?
- What program renovation is needed?
- What should our coach development plan look like when starting from ground zero?
- The competitions our District runs doesn't accommodate our technical plan's goals – how do we address that?

5.30 Conclusions & Close

HOW TO MANAGE YOUR TECHNICAL DIRECTION

Strategies to hold your technical leadership to account, without getting in their way!

Sunday 22nd March 2020, Four Points by Sheraton, 503 Cope Way, Saskatoon, SK

9.00 Welcoming Remarks

9.10 Understanding The Role Of A Modern Amateur Soccer Technical Leader

Technical leadership is changing! In this interactive session, we'll start understanding how to manage your Technical Lead by examining exactly what they are in 2020. What responsibilities do modern technical leaders have? How does this differ (if at all) between professional, paid Technical Directors and volunteer technical leaders? What leadership skills do we require now that we didn't before? Come ready to bring your story and compare it with data presented from around the country on what Technical Directors' roles are evolving to become. Key components include:

- Technical Director, Head Coach – what's the difference?
- Understanding the leadership role of the Technical Director
- Coaching vs coach leadership
- Your Technical Director's responsibilities to the Board
- Qualifications vs skillsets in a modern Technical Director

Delegate Check-In & Chat: *'Does Our Technical Leadership Currently Do What We Need It To?'*

9.45 Moving Your Board Of Directors From Direct Supervision To Hands-Off Oversight

How you manage your Technical Lead – whether volunteer or professional - is a reflection of how your Board operates. In this session, we'll explore how effective technical oversight isn't possible if your Board sees its role as 'doing' not 'overseeing'. We'll learn how modern leaders can be best managed through a hands-off accountability framework, with planning and policy at its centre. Session highlights include:

- How bad Boards can make their technical leadership ineffective
- Understanding 'oversight' and how it works
- Planning and policies – your main instruments of oversight
- Is your Technical Lead reporting properly?

Delegate Check-In & Chat: *'What's Holding Us Back From Oversight-Based Management Of Technical Leadership?'*

10.30 Break

10.40 Understanding Modern Technical Planning

Does your club have a technical plan? Not a training curriculum or a program schedule. A plan that clearly shows how your organization's strategic goals are executed by your programming activities? In this instructional session, we'll walk through what you should expect in a modern technical plan. Notably, we'll cover:

- Identifying technical strategy your technical plan should move
- Pinpointing guiding principles – are they linked to your culture?
- Outlining technical philosophy
- Showing how your programs fit together
- Coach development – where is it in your technical plan?

Delegate Check-In & Chat: *'Can We Use Our Current Technical Planning To Manage Our Technical Leadership?'*

11.20 A Model To Evaluate Technical Programs

Evaluating your technical programs is a crucial component to the performance management of your technical leadership. In this crucial session, we'll outline a framework for the evaluation of technical programs that has been purpose-built for Canadian amateur sport by Capitis Consulting Inc. Key elements include:

- Understanding the multi-dimensional nature of 'quality' in any soccer program (recreational or developmental)
- Linking your quality measures with your organization's culture and planning objectives
- Its not just what you measure, its how you measure it!
- Bringing your technical evaluation scorecard together

Delegate Check-In & Chat: *'Where Are The Difficulties In Implementing This Model In Our Soccer Organization?'*

12.00 Lunch

12.40 How To Conduct An Annual Performance Review For Your Technical Lead

In this final instructional session of the day, we'll walk through the key elements of a technical performance review, so you can clearly communicate your Technical Lead's performance – good or bad – and provide structured feedback to help better their performance where necessary. In particular, we'll cover:

- Understanding your Technical Director's evaluation KPIs
- How to evaluate behaviour as part of performance
- Structuring feedback from your Technical Director
- Professional development for your Technical Director and where it fits into a performance review

Delegate Check-In & Chat: *'Are We Conducting Proper Annual Performance Reviews Of Our Technical Lead?'*

1.10 Case Study Analysis: Goldtown Soccer Club

So we are nearing the end of the day! So much has been discussed and learned. How do you begin to apply it all to steering the technical direction of your soccer organization? Let's start that process right now! In this final, highly interactive session, we'll examine a fictitious case study of a made-up amateur soccer club, Goldtown Soccer Club. Through this case study, attendees will work together in groups to establish items like:

- What are the club's technical strategic goals?
- What is our assessment of the club's current technical plan?
- How well is the club managing its Technical Director?
- How should the club's technical evaluation framework look?

2.30 Conclusions & Close

ABOUT YOUR WORKSHOP DIRECTORER



Paul Varian is the President of Capitis Consulting Inc. Founded by Varian in 2012, Capitis Consulting Inc. is a sports management consultancy specializing in the Canadian amateur soccer industry providing services in and around the Boardroom that range from governance renewal and Board coaching, to sport program evaluations or full sport organizational assessments. Capitis Consulting Inc. also engages heavily in sport leadership education and professional development for sport Boards of Directors, general management and technical or coach Directorership. Since its inception, the firm has rose to become the pre-emminent management consultancy in Canadian amateur soccer and now works with dozens of Canadian soccer organizations ranging from the country's national governing body down to small, community soccer clubs and academies.

Before opening Capitis Consulting Inc., Varian managed North America's largest soccer club, Oakville Soccer Club as its Executive Director, expanding its revenues by 62% and aggregate youth and adult player registration base by 28% to over 19,000.

From 2007 to 2010, Varian held the high profile leadership role of President and CEO of Sport BC. During this important time in the build-up to and during the 2010 Vancouver Olympic and Paralympics Winter Games, he served as a strong advocate for amateur sport and also as an official VANOC ambassador to the Games.

Prior to this, Varian transformed the sport of field hockey in Ireland as Chief Executive of the Irish (Field) Hockey Association and also served as Chair of the Organizing Committee for the 2005 Women's European Nations (Field) Hockey Championships.

Varian has also served as Executive Vice-President of KidSport Canada, President of the SBC Insurance Ltd and as a Director of AllSport Insurance Marketing Ltd. He was Chairman of the Nominations Committee of the Canadian Soccer Association following its transformative governance reforms in 2011.

Varian is a qualified Chartered Director (C.Dir) and holds an Executive MBA from Michael Smurfit School of Business at University College Dublin, a B.A. in Geography from Trinity College Dublin, and a Diploma in Freelance Journalism from the Australian College of Journalism.