

JULY 2022

ENGLAND ATHLETICS CLUB WORKSHEET: PROMOTING COLLABORATION

IT'S ALL ABOUT CULTURE



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Introduction: Culture can work either for or against your club. In this worksheet we explore how to create a culture that you are proud of.

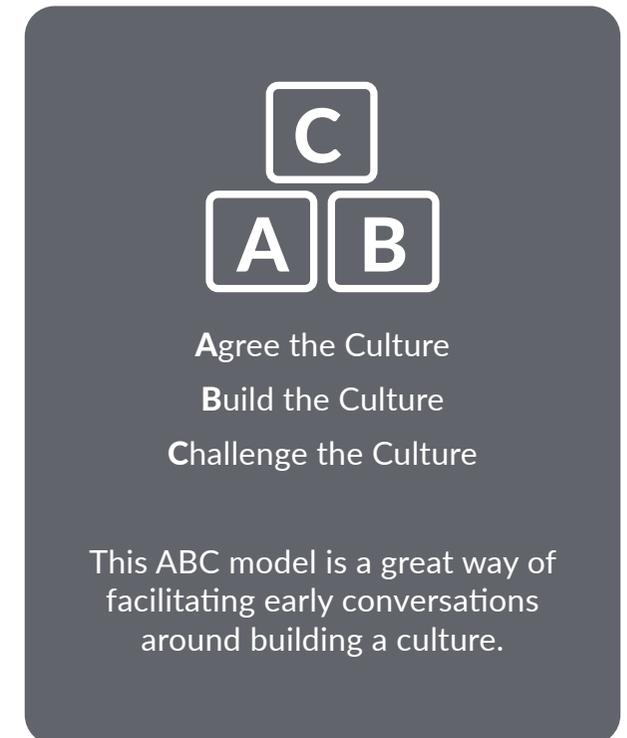
Please note, this worksheet is interactive, or alternatively can be printed out and completed by hand.

Take a moment to think about the culture of your club? What is it known for? How would you like it be to known?

Now, how do you get the buy-in of your members?

How would you describe the culture in your club? Note down your thoughts in the box below.

When it comes to feedback, a 'Pull' culture improves performance and relationships, whereas a 'Push' culture diminishes or destroys it.



THE IMPORTANCE OF WHY

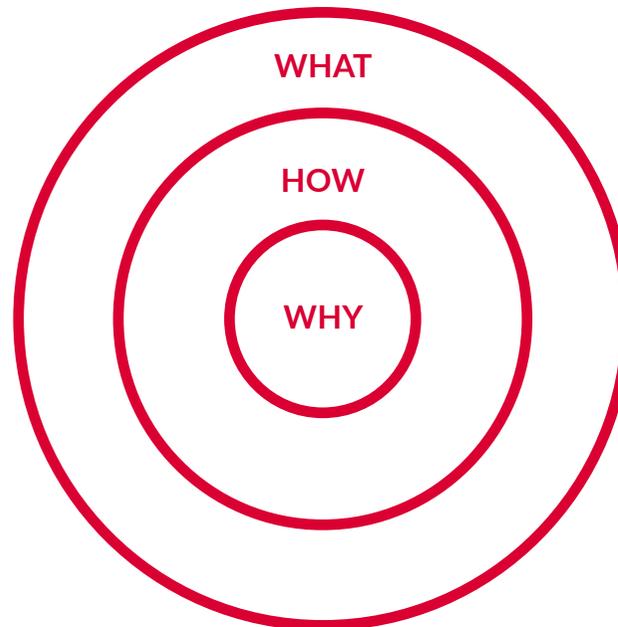


We all know 'what' we do and 'how' we do it, but do we know 'why' we do it? The Golden Circle by Simon Sinek.

According to Simon Sinek, most companies have no idea why customers choose their products. Companies know 'what' they do and 'how' they do it, but they don't know 'why', but its the inspired organisations that start from the inside out.

So why does your club exist? (What's your purpose, what's your belief).

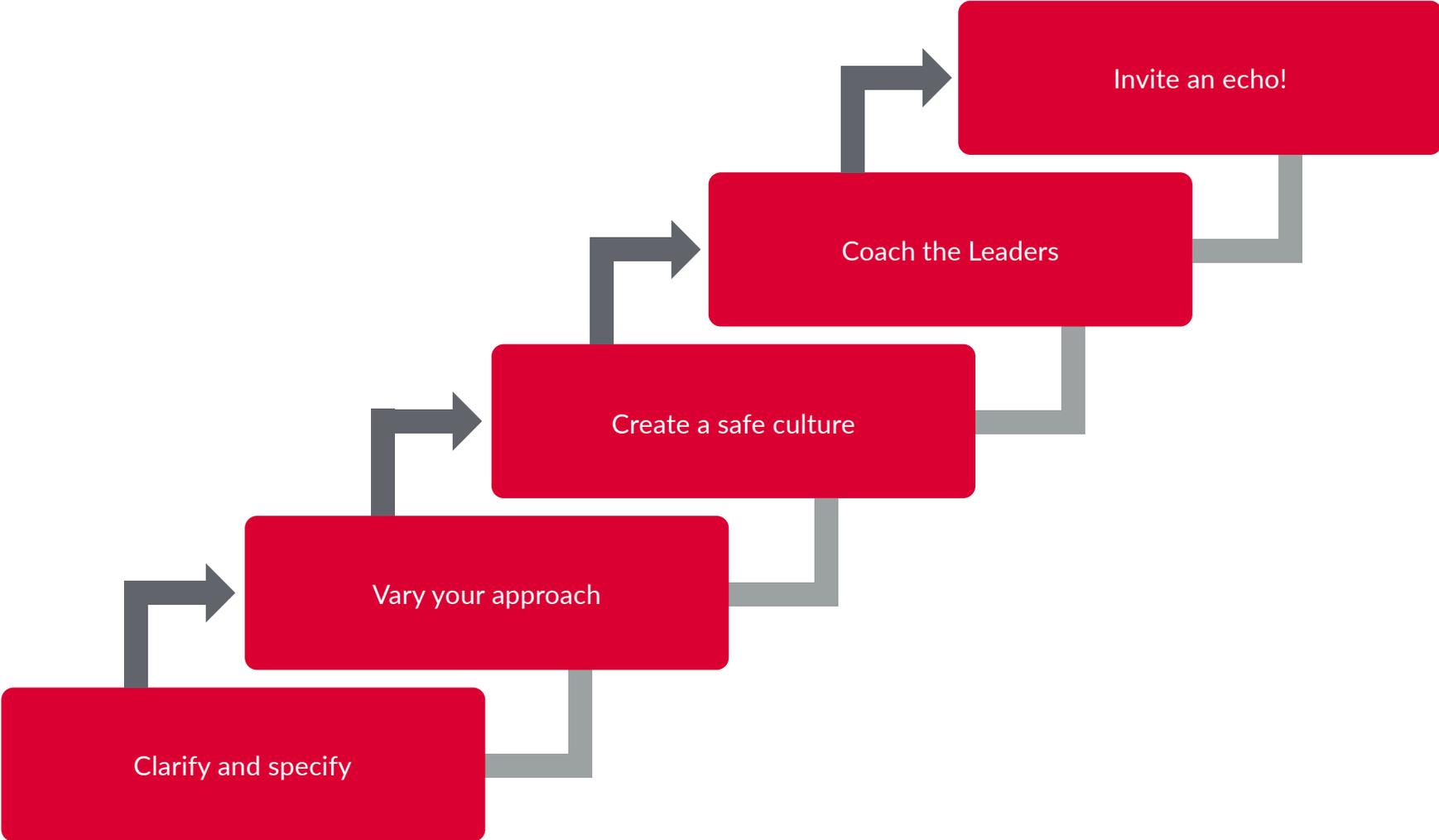
Start with the WHY and work your way to the outside circle.



What's your club's Why? Note down your thoughts in the box below.

CREATING A 'PULL' CULTURE

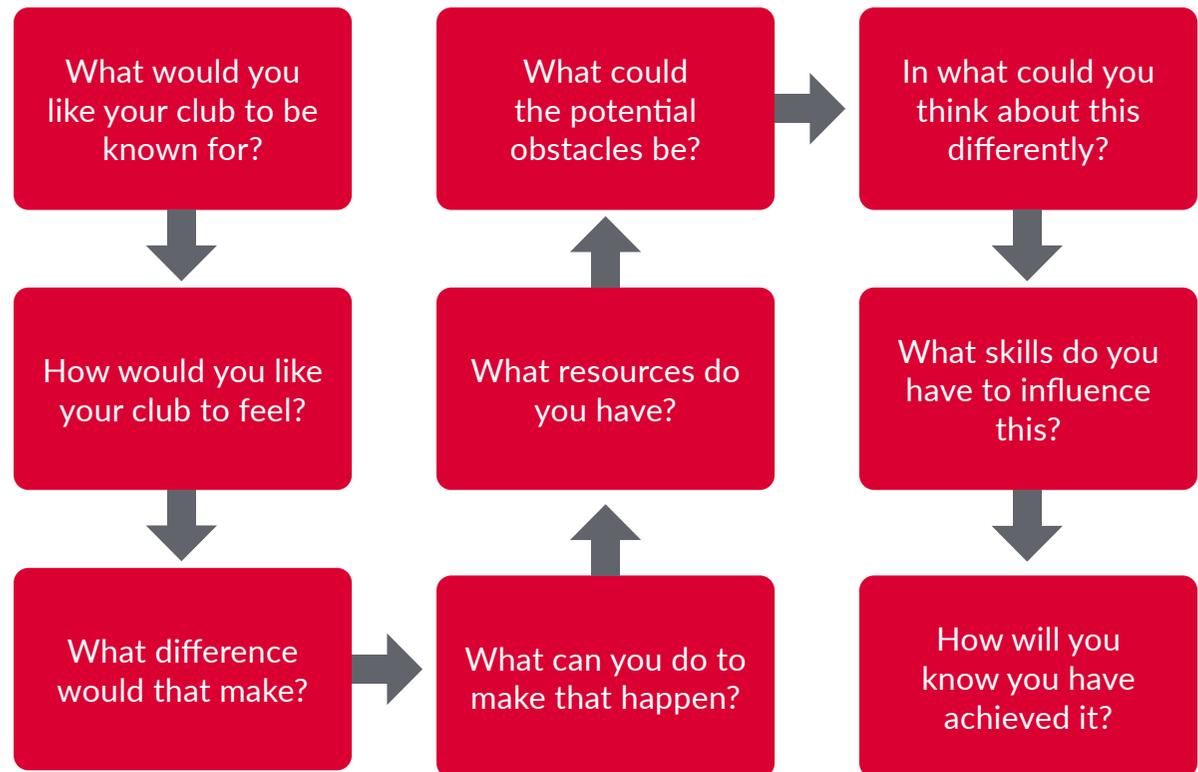
 Culture is the habits, traditions, and behaviors of people and groups in an organisation.



WHEN YOU'RE STUCK AND DON'T KNOW WHERE TO START – TRY COACHING!



Make a note of your thoughts below as you answer the questions opposite.



And don't forget the importance of involving your club members.

TRUST IS THE FOUNDATION OF A SUCCESSFUL TEAM

HOW SAFE DO YOU FEEL WHEN...

↓ LOW RISK

↔ SOME RISK

↑ HIGH RISK

asking for feedback from group members regarding something I have done.

making a statement that might anger someone else in the club.

expressing a difference of opinion or a conflict I have with another club member.

giving another member critical feedback.

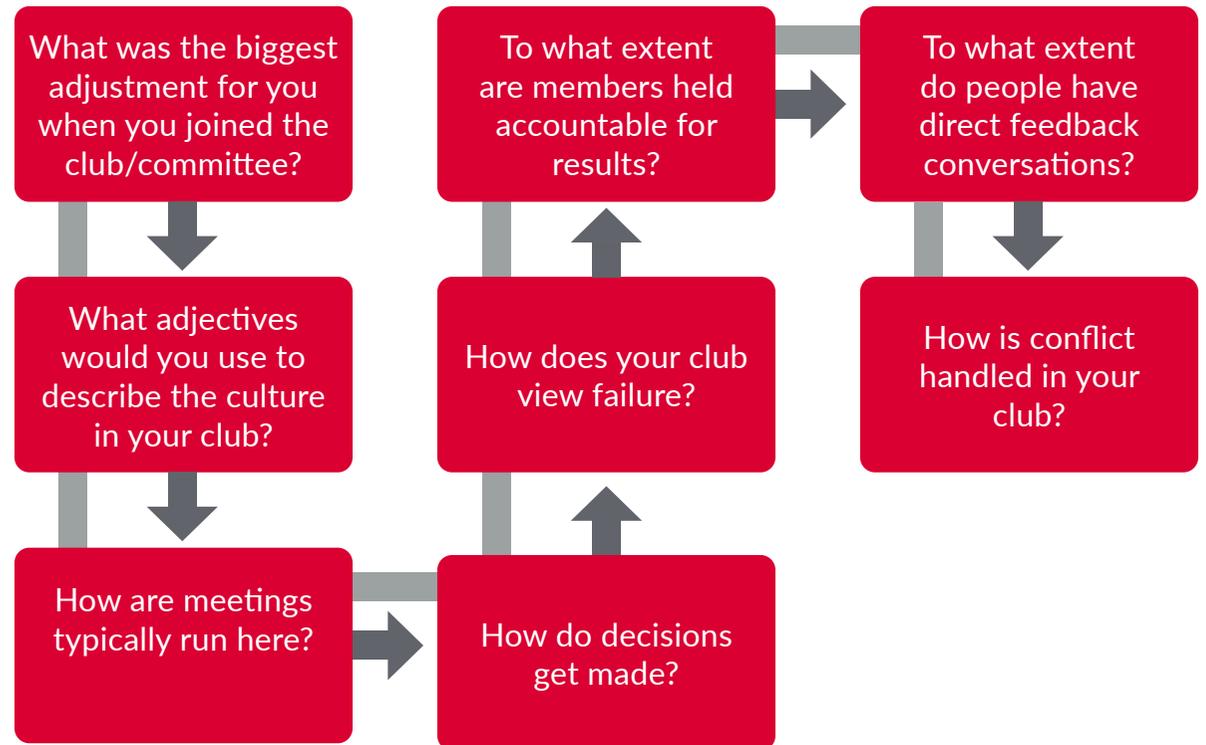
expressing confusion or uncertainty in front of other club members.

.... Now ask your members!

CREATE YOUR CULTURE!



What 1% change can you make to increase collaboration in your club? Make notes in the box below.



Why not share your #club culture with your peers and club members?
#competecompetecompete
#funforall



For more digital
club support, visit the
England Athletics
[Club Hub](#)