

***Think Wrong by engaging the head,
heart, hands, and, yes, hormones!***

Sports Innovation Day

Copenhagen

9th October 2017

Svend Elkjaer

Sports Marketing Network



IDAN
Sports Innovation Day
2017



All we do is about innovation and enterprise in community sport and physical activity



This is serious stuff...

% of people in Denmark with Type 2 Diabetes:



6.1%

% of people in USA with Type 2 Diabetes



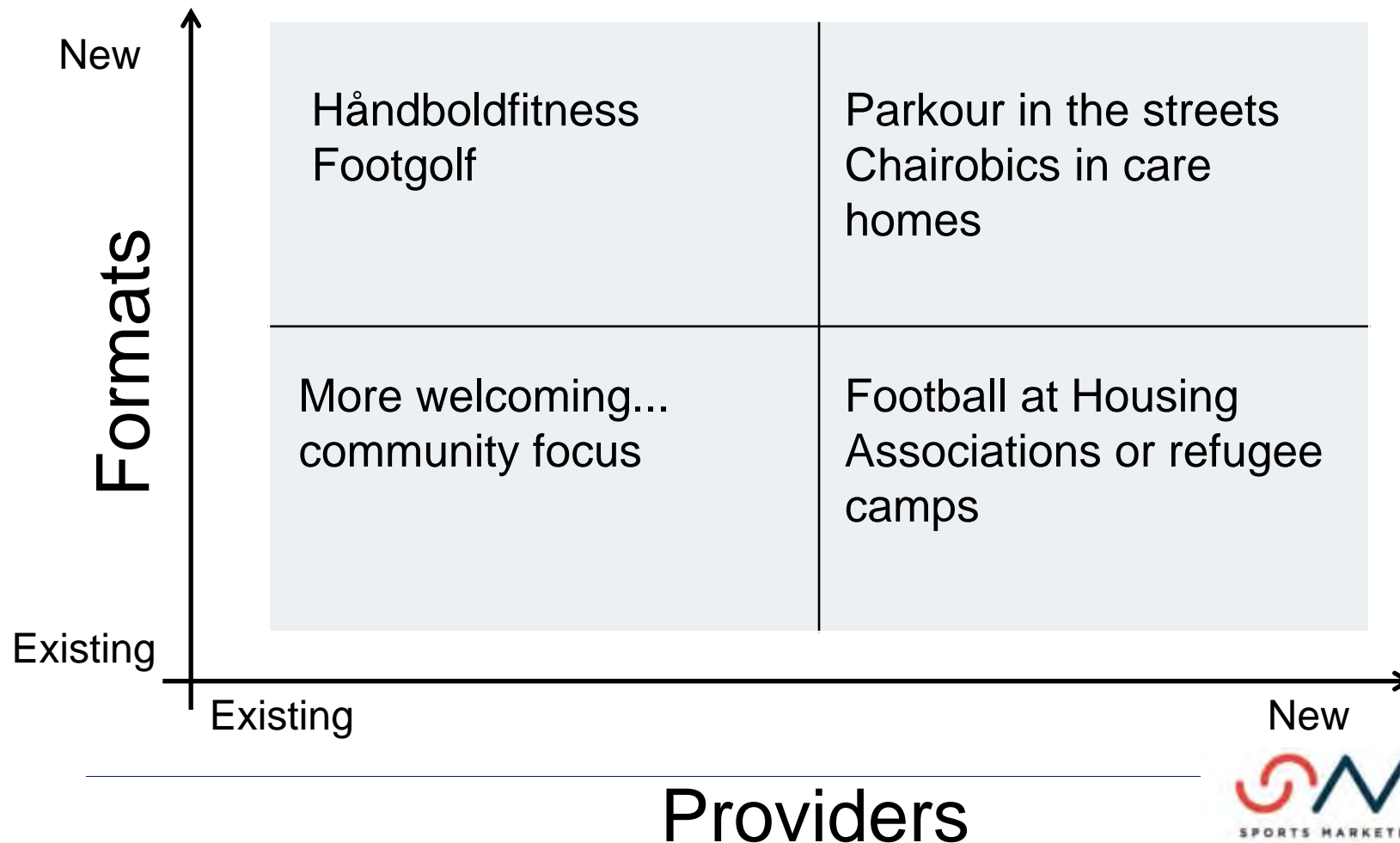
9.5%

% of people in Saudi Arabia with Type 2 Diabetes



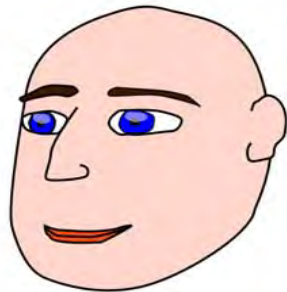
19.6%

New and existing formats and providers



“No man is an island”

- ✓ To be really successful in community sport and physical activity we must engage the head, heart, hands, and yes, hormones!



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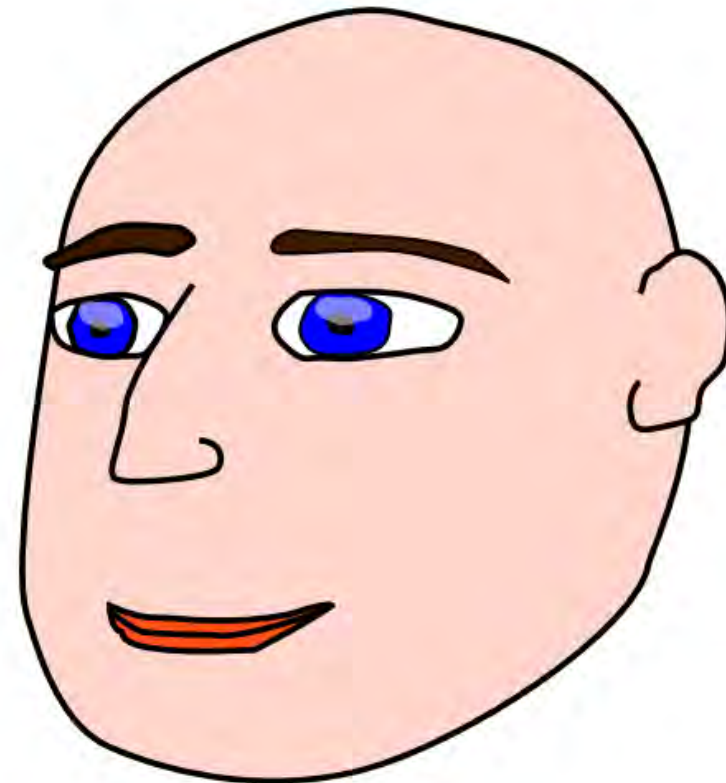
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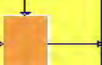






















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Heads do 'strategies', 'frameworks' and 'Key Performance Indicators'



The Head's idea of a good day at the office...

	WHAT	HOW	WHERE	WHO	WHEN	WHY
	DATA	FUNCTION	NETWORK	PEOPLE	TIME	MOTIVATION
SCOPE {contextual} Planner	List of things important to the business  Entity = Class of business things	List of processes the business performs  Process = Class of business process	List of locations in which the business operates  Node = Major business locations	List of organisations important to the business  People = Major business unit	List of event cycles significant to the business  Time = Major Business Event Cycle	List of business goals/strategies  End/Means = Major Business Goal/Strategy
BUSINESS MODEL {Conceptual} Owner	e.g., Semantic Model  Entity = Business Entity Relationship = Business	e.g., Business Process Model  Process = Business I/O = Business Resource	e.g., Business Logistics System  Node = Business Location Link = Business Linkage	e.g., Workflow Model  People = Organisation unit Work = Work Product	e.g., Master Schedule  Time = Business Event Cycle Cycle = Business Cycle	Business Plan  End = Business Objective Means = Business Strategy
SYSTEM MODEL {Logical} Designer	e.g., Logical Data Model  Entity = Data Entity Relationship = Data Relationship	e.g., Application Architecture  Process = Application Function I/O = User Views	e.g., Distributed System Model  Node = I/S Function Relationship = Line Characteristics	e.g., Human Interface Architecture  People = Role Work = Deliverable	e.g., Processing Structure  Time = System Event Cycle Cycle = Processing Cycle	e.g., Business Rule Model  End = Structural Assertion Means = Action Assertion
TECHNOLOGY MODEL {Physical} Builder	e.g., Physical Data Model  Entity = Segment/Table Relationship = Pointer/key	e.g., System Design  Process = Computer Function I/O = Data Elements/sets	e.g., Technology Architecture  Node = H/w /System s/w Relationship = Line Specifications	e.g., Presentation Architecture  People = User Work = Screen Formats	e.g., Control Structure  Time = Execute Cycle Cycle = Component Cycle	e.g., Rule Design  End = Condition Means = Action
DETAILED REPRESENTATIONS {Out-of-context} Subcontractor	e.g., Data Definition  Entity = Field Relationship = Address	e.g., Program  Process = Language Statement I/O = Control Block	e.g., Network Architecture  Node = Address Link = Protocol	e.g., Security Architecture  People = Identity Work = Job	e.g., Timing Definition  Time = Interrupt Cycle Cycle = Machine Cycle	e.g., Rule Specification  End = Sub-condition Means = step
FUNCTIONING ENTERPRISE	e.g DATA	e.g FUNCTION	e.g NETWORK	e.g ORGANISATION	e.g SCHEDULE	e.g STRATEGY

Hearts 'love' their sport



The Heart's idea of a good day at the club/committee



Hands are often seen as the bedrock of community sport



There are bad Hands and good Hands



Hormones 'think wrong' and make things happen



All ability cycling since 2004





- Open public sessions in local parks - six days per week
- 400 disabled people cycle on 180 specially designed and built bikes

Rides Out, Cycling Holidays, National Standard Training, Parties, Fun Days, After School Clubs, Holiday Schemes, Parent and Toddlers, Local Events



Sue Blaylock...community sports activist!



How to get the 4Hs to collaborate



#MoreThanGolf



17 August 2016

#MoreThanGolf seeks new ideas to grow the game

England Golf is launching an initiative to stimulate and encourage innovation and enterprise across the sport: #MoreThanGolf

It aims to accelerate and build on the considerable work which is already going on to develop new ways of engaging more people and broadening the appeal of golf.

Nick Pink, Chief Executive of England Golf (image © Leaderboard Photography) said: "Since I joined the organisation a few months ago, I have been impressed with the number of innovators and entrepreneurs I have come across within the sport. People developing

different, often shorter, versions, adding features and introducing new technology – it is all very exciting and England Golf has played its part in this.

"But I also think that we could do more to encourage new thinking within the sport all levels, within England Golf, the counties, our clubs and among our partners. Changes in people's lifestyles, consumer habits and expectations and their use of digital media are creating challenges and opportunities. We have to be ready to overcome the first and exploit the latter."

He added: "We are very keen to hear from anybody within and outside golf with suggestions on how we can best support new ideas and initiatives to help grow golf and its impact on society."

Key areas for #MoreThanGolf include:

- Encouraging clubs to develop better relationships within their communities leading to more players, customers and members.
- Helping clubs to develop a more welcoming approach to new formats of the game, which could attract new players.
- Encouraging clubs and existing members to become even more welcoming to new people and groups from across society.
- Working across the sport to promote better use of social and digital marketing tools for communication: going where people are and speaking their language.

Svend Elkjaer of Sports Marketing Network will drive the project forward for England Golf, working with the new Enterprise and Innovation Group and engaging with the organisation's contacts across the sport.

Svend has considerable experience of working with community sports organisations to help them become 'more vibrant, visible and viable'. He has also trained more than 4,000 community sports clubs across the UK and Scandinavia at his Grow Your Club workshop and club support programme. SMN's extensive consultancy and conference work has given them a strong understanding of consumer and sporting developments, growth in use of digital

Heaps of 'interesting' emails and some great ideas #MoreThanGolf

**“Every Sunday morning I walk my dog for
2 hours. Then I play golf for 2 hours.
Why can't I combine the two?”**

Anyone for Doggy Golf?



All fun and dogs on the Old Course at St Andrews...



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- + Greenfree Vorteilskarte

JETZT ZUSCHLAGEN

FERNMITGLIEDSCHAFT  de



Schritt 1: Golfplatzschnellsuche

- ✓ hundefreundliche Golfplätze
- ✓ nahe Betreuungsmöglichkeiten

Schritt 2: wählen Sie bitte möglichst genau Ihren aktuellen Standort aus

- bitte wählen Sie ein Land - (11)

- bitte wählen Sie ein Land -

PLZ Standort

Schritt 3: stellen Sie den Suchradius ein

30 Kilometer um meinen Standort

Golfplatz-Suche starten


Das Golfportal für den Hundefreund. Like 245



© 2007 - 2017 www.golf-mit-hunden.de

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Das Moerisch – ein Genießerhotel mit toller Golfanbindung



Kärnten ist eine ideale Destination für Golfer mit Hund. Das Angebot umfasst nicht nur zahlreiche Seen und die Berge, sondern auch viele hundefreundliche Golfanlagen. Und auch abseits des Golfplatzes stimmt das Angebot: hervorragende Hotels, Wellness-Angebote und Kulinarik bieten beste Voraussetzungen sowohl für einen Kurzurlaub als auch einen mehrtägigen Aufenthalt. Besonders gut gefallen hat uns das **Genießerhotel DAS MOERISCH am Millstätter See** - auch für Familien eine ausgezeichnete Wahl!

Weiterlesen: [Das Moerisch – ein Genießerhotel mit toller Golfanbindung](#) <

HuGo-Cup Turnierplätze

Der HuGo-Cup ist die bundesweite Charity-Turnierserie für den Hundefreund und wird seit 2010 in regelmäßigen Abständen an verschiedenen Orten ausgetragen.

WERBUNG

Royal Park I Roveri - Golfgenuss im Piemont



Mit dem exklusiven Golfclub Royal Park I Roveri nahe Turin hat nun auch der erste Privatclub in Italien seine Pforten für Golfer mit Hund geöffnet. Die Anlage bietet zwei 18-Loch-Plätze auf höchstem Niveau und ein sehr schönes Clubhaus mit ausgezeichneter Küche.

The Great Golf Dog Walks..



Great North Dog Walk 2017

The World's Largest Dog Walk

Held on the Leas, South Shields, Coast Road A183. This is an Annual Charity Dog Walk. Starting point is where the Great North Run finishes. Use of Satellite Navigation postcode NE33 2JH

Official start is at 10.30am on Sunday June 4th 2017 (Dog walkers are asked not to start before this time) You can pre-register online via our website www.greatnorthdogwalk.co.uk

Go to 'online registration' page and use the submit icon

* Please note there is no public parking on The Leas*

or contact Tony Carlisle (Founder/Organiser)
E-mail: tony.carlisle@greatnorthdogwalk.co.uk
Mobile: 07957249799

EVENTS

- Canine Weddings & Christenings
- Pugility Performance and Fun Dog Show
- Scruffts National Cross Breed Competition Heat



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The Great British Dog Walk

Join Hearing Dogs for Deaf People at one of the 20 Great British Dog Walks across the UK.

[Find your nearest walk](#)

The Great British Dog Walk

The Great British Dog Walk is an annual event in aid of Hearing Dogs for Deaf People. We will have:

- 20 dog walks across the UK
- Picturesque locations





innovative club awards

#MoreThanCricket

- 1. Biggest Change-Maker at a Scottish Cricket Club**
- 2. Scotland`s Most Welcoming Cricket Club**
- 3. Best use of `Bite-Sized` Volunteers**
- 4. Best use of Social Media**
- 5. Strongest Community Engagement**
- 6. Most Innovative and Effective Income Generation**

Cricket in car parks, handball halls or the beach!



SPORT music and sport events



Your next steps

Baby steps



Giant step for mankind



Thanks for listening...



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