



LEA

NORDIC INTERNATIONAL LEADERSHIP EDUCATION

A CO-OPERATION BETWEEN
DENMARK, FINLAND, NORWAY,
SWEDEN AND THE NETHERLANDS
IN THE FIELD OF EDUCATION IN
SPORTS




R



SHIP



INTRODUCTION



The sports organisations in Denmark, Finland, Norway, Sweden and The Netherlands have decided to tighten their co-operation by introducing a mutual international leadership education.

The purpose of the program is to enhance the development of talents amongst sports leaders at the top level in the five countries and to give the sports federations better opportunities to get representatives elected to top positions in the international federations.

Through the education the Danish, Swedish, Norwegian, Finnish and Dutch sports leaders will get the knowledge and develop the right skills to be able to act on the international scene.

THE TARGET GROUP OF THE LEADERSHIP EDUCATION

The target group for the education is divided into a prime target group and a secondary target group. This means that future applicants from the prime target group will be accepted into the programme before applicants from the secondary target group.

- Strong domestic sports leaders who are already well placed in the boards, executive committees of the various national sport federations and who are now seeking election to the board of the international or European sport federation.
- Sports administrators at executive level in the sports federations who have the backing of their national board to be elected to the executive committees and boards of the international sports federations in the near future.
- Identified "talents" in the sports organisations, who have great personal competences and receive a strong backing from their national federations to become an international sports administrator in the future.

The secondary target group:

- Already elected leaders to international or European sports federation, who believe that taking part in the Nordic International Leadership Education would strengthen their international work even further.



THE STRUCTURE OF THE LEADERSHIP EDUCATION

The international leadership education should consist of five seminars taking place over a one year period (August 2017 – June 2018).

The first seminar will be organized as a national seminar located in each of the five countries. The following seminars will be organized as common seminars between the five countries and will be located alternate in Oslo, Copenhagen, Lausanne (study trip), and Arnhem.

The educational programme covers the following leadership skills areas:

- Goal-setting
- Defining, developing and delivering informative and persuasive communications
- Cross-cultural awareness and understanding
- Relations building, motivation and avoidance
- International lobbying for sport – planning, strategy and execution
- International sports policy



CONTENT OF THE LEADERSHIP EDUCATION



SEMINAR 1 STRUCTURE OF INTERNATIONAL SPORTS CO-OPERATION, INTERNATIONAL SPORTS POLICY, GOAL SETTING AND RHETORIC: PERSUASIVE COMMUNICATION

Dates

24 - 26 August - Norway
29 - 31 August - Denmark
7 - 9 September - Finland
21 - 23 September - Netherlands
25 - 27 September - Sweden

Up till 25 national participants in each country can participate in each national seminar.

In this seminar you will get a preliminary view of international sports policy. You will also receive specific communication tools that will enable you to deliver your message in a convincing way.

The seminar serves also as a momentum to select the participants, which will join the international seminars.

This first seminar will have the following content:

- The structure of international sports cooperation
- International strategies in national federations

- International sports policy
- Setting SMART Goals and creating individual development plans
- The experience of an experienced international sports leader
- Persuasive and breakthrough communication for leaders

SEMINAR 2 THE OLYMPIC FAMILY AND INTERPERSONAL DYNAMICS INVENTORY (IDI):

Oslo; November 16th – 17th 2017

Day 1: You and the other participants from the five countries will have time to get to know each other and their SMART goals set at seminar 1. In addition, you will have a session on "Introduction to the Olympic Family" by TSE Consulting, a consultant agency with expertise on sports, based in Lausanne, Switzerland.

Day 2: You will get insight in what moves and motivates others to achieve their goals. You will also learn how others experience you, and how you are able to influence them. Before the seminar, you will take an IDI-test. IDI is a model of human behaviour that enables leaders to better understand and predict the behaviour of others, gain insight into how others think and feel, and to better understand the same about themselves. Understanding

human dynamics is critical to building relations, influencing and motivating, as well as identifying sources of conflict and handling it successfully.

SEMINAR 3 **SPORTS POLICY AND PERSONAL** **BRANDING**

Copenhagen; March the 1st – 2nd 2018

In this seminar, you will learn specific techniques of how to use your body languages to present yourself in a confident and charismatic way. You will also get the insight in how to consider cultural background when you target your message and the way of delivering your message to them.

Day 1: International Sport Policy

This module will take you through the complexities of international sport policy. It will touch on how, why and by whom international sport policy are made and how these decisions could have significant impact domestically. Participants will have time to discuss the ins and outs of some of the hot-topics and the core issues for the National Olympic Committees & Sport Confederations of the five countries. The day will also feature examples of the dilemmas a candidate might experience balancing influence with keeping true to its values. The day will feature examples of campaigns both within and outside the world of sport.

Day 2: Personal Branding

In the art of confident, credible and charismatic delivery, 60 - 70% of communication takes place on the physical level, having little to do with the actual words we say. By understanding the dynamics of physical delivery, this training enables presenters to connect with their different audiences during speeches and presentations, to be engaging and authentic; to handle and eliminate their own fear; and to deliver clear, credible and convincing messages that motivate. This is the art of putting words into action. This workshop also prepares participants to challenge or defend ideas and actions in dialogues, discussions and debates on any topic with any audience by equipping them with the 7 strategies of attack and defence.

SEMINAR 4 **STUDY TRIP TO THE** **INTERNATIONAL SPORT** **ORGANIZATIONS IN LAUSANNE**

April the 24th – 25th 2018

Knowledge about international sports policy, knowledge about the culture in the international sports federations and personal relations are crucial for sports leaders, who wants to be elected to top positions in the International Federations. During the study trip, you will get to meet representatives from the IOC and international federations. Finally, every participant will be asked to arrange meetings, with either their own international federation or other organizations relevant for them.

SEMINAR 5

PUBLIC SPEECHES AND LOBBYING CAMPAING

Arnhem, June 6th – 8th 2018

The seminar pulls together the tools and techniques of the previous four workshops and applies them on how to work with lobbying in the world of sport. You will also practice public speaking and you will receive knowledge to improve your speaking skills.

Day 1

This module builds on the rhetoric knowledge you have received at the first seminar. You will get in-depth information about presentation and public speaking techniques. Together with the other participants you will practice to speak professionally and persuasively at meetings, congresses, and to election committees.

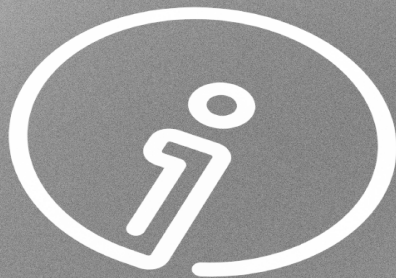
Day 2 and 3

This module takes you through international lobbying. You will receive insight information on the lobbying process and how to develop a lobbying plan. The knowledge from the previous seminars and experiences shared by a former course participant will guide you to develop you own lobby campaign.

At the end of this seminar the participants will receive a diploma as proof that they have conducted the programme of the Nordic International Leadership Education.



Backspace




Information

D

End

PRACTICAL INFORMATION



Sports federations can nominate applicants for the education and only two candidates from each federation can be nominated. The application must include a description and motivation of the applicant, the curriculum vitae of the applicant and a description of the sports federations current international involvement and activities.

On the basis of the applications received, there will be selected 25 participants for the first national modules.

The selection of participants will be made on the basis of an assessment of the applicant's profile and the profile of the specific Sport Federation.

Applicants must represent one of the National Sports Confederations or one of the Sports Federations.

Applicants must be able to communicate at a high level in English, and preferably have additional language skills in French, German or Spanish.

After the first national seminars there will be elected 5 participants from each of the countries. These 25 participant will go ahead to the next 4 seminars.

The selection will be made on basis of the participants profile, the participants ambition and performance at the national seminar and on the basis of an assessment across the participants from the five countries.

For the participants that participate in all five modules there will be a participation fee determined by each countries individually. The participants that only participate in the national module will not have to pay a participation fee.



DIF
DANMARKS IDRÆTSFORBUND

IDRÆTTENS HUS
BRØNDBY STADION 20
2605 BRØNDBY
DENMARK